

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 30, 1978

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS				TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	MISS UNIVERSE PAGEANT(S)	25.0	18,230	1	MISS UNIVERSE PAGEANT(S)	17.0	34,580
2	ONE DAY AT A TIME#	23.2	16,910	2	THREE'S COMPANY	15.3	31,220
3	M*A*S*H#	22.7	16,550	3	ONE DAY AT A TIME#	15.2	31,020
4	ALL IN THE FAMILY	21.7	15,820	4	ALL IN THE FAMILY	15.0	30,650
5	LOU GRANT#	21.4	15,600	5	ALICE	13.5	27,500
6	THREE'S COMPANY	20.6	15,020	5	LOU GRANT#	13.5	27,500
7	ALICE	19.9	14,510	7	M*A*S*H#	13.4	27,340
7	SWITCH	19.9	14,510	8	QUINCY, M.E.#	13.3	27,040
9	QUINCY, M.E.#	19.6	14,290	9	STARSKY AND HUTCH	13.1	26,720
10	BARNABY JONES#	19.2	14,000	10	LAVERNE AND SHIRLEY	13.1	26,660
11	STARSKY AND HUTCH	19.1	13,920	11	SWITCH	12.8	26,210
12	LAVERNE AND SHIRLEY	18.6	13,560	12	ROCKFORD FILES	12.8	26,160
13	FANTASY ISLAND	18.4	13,410	13	CHARLIE'S ANGELS	12.3	25,020
14	CHARLIE'S ANGELS	18.0	13,120	14	FANTASY ISLAND	12.2	24,890
15	ROCKFORD FILES	17.9	13,050	15	LOVE BOAT	12.2	24,790
16	HAWAII FIVE-O	17.6	12,830	16	CARTER COUNTRY	12.1	24,720

WOMEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MISS UNIVERSE PAGEANT(S)	17.9	13,830
2	ALL IN THE FAMILY	17.9	13,790
3	ONE DAY AT A TIME#	16.8	12,910
4	LOU GRANT#	16.5	12,710
5	ALICE	16.1	12,420
5	THREE'S COMPANY	16.1	12,420
7	QUINCY, M.E.#	16.0	12,330
8	SWITCH	15.8	12,210
9	M*A*S*H#	14.9	11,460
10	ROCKFORD FILES	14.6	11,280
11	BARNABY JONES#	14.1	10,900
12	STARSKY AND HUTCH	14.1	10,880
13	CARTER COUNTRY	13.8	10,600
14	LAVERNE AND SHIRLEY	13.7	10,540
15	RHODA	13.4	10,310
16	FANTASY ISLAND	13.1	10,080

MEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	QUINCY, M.E.#	14.0	9,670
2	ALL IN THE FAMILY	13.9	9,590
3	LOU GRANT#	13.4	9,290
4	ABC SUNDAY NIGHT MOVIE	12.8	8,890
5	MISS UNIVERSE PAGEANT(S)	12.8	8,830
6	60 MINUTES	12.6	8,720
7	PROJECT U.F.O.#	12.3	8,510
8	ABC MONDAY NIGHT BASEBALL	12.2	8,470
9	ONE DAY AT A TIME#	12.2	8,460
10	SWITCH	11.8	8,200
11	ALICE	11.8	8,190
12	FUNNY BUSINESS(S)	11.8	8,170
13	ROCKFORD FILES	11.6	8,050
14	BARNABY JONES#	11.2	7,760
15	STARSKY AND HUTCH	11.2	7,720
16	M*A*S*H#	11.1	7,660
17	THREE'S COMPANY	11.0	7,590

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 30, 1978

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	THREE'S COMPANY	18.3	8,750
2	ONE DAY AT A TIME#	18.3	8,730
3	LOU GRANT#	17.0	8,140
4	STARSKY AND HUTCH	16.0	7,660
5	ALL IN THE FAMILY	15.9	7,580
6	QUINCY, M.E.#	15.7	7,510
7	MISS UNIVERSE PAGEANT(S)	15.6	7,470
8	SWITCH	15.1	7,200
9	LAVERNE AND SHIRLEY	14.8	7,050
10	CARTER COUNTRY	14.7	7,000
11	M*A*S*H#	14.6	6,960
12	ROCKFORD FILES	13.9	6,650
13	ALICE	13.9	6,630
14	FANTASY ISLAND	13.7	6,550
15	CHARLIE'S ANGELS	13.2	6,300
16	HAPPY DAYS	13.0	6,230

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MISS UNIVERSE PAGEANT(S)	23.5	5,440
2	ALL IN THE FAMILY	21.9	5,080
3	ALICE	20.3	4,710
4	60 MINUTES	18.3	4,250
5	BARNABY JONES#	17.3	4,010
6	SWITCH	16.9	3,910
7	LITTLE HOUSE-PRAIRIE	16.8	3,900
8	QUINCY, M.E.#	16.6	3,850
8	RHODA	16.6	3,850
10	WALTONS	16.1	3,730
11	ON OUR OWN#	15.8	3,670
12	ROCKFORD FILES	15.5	3,600
13	HAWAII FIVE-O	15.0	3,480
13	LOU GRANT#	15.0	3,480
15	M*A*S*H#	15.0	3,470
16	LIFE-TIMES-GRIZZLY ADAMS	13.6	3,150

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	LOU GRANT#	13.7	6,230
2	PROJECT U.F.O.#	13.2	5,970
3	ABC SUNDAY NIGHT MOVIE	12.9	5,850
4	ALL IN THE FAMILY	12.2	5,530
5	FUNNY BUSINESS(S)	11.6	5,280
6	MISS UNIVERSE PAGEANT(S)	11.5	5,220
7	QUINCY, M.E.#	11.4	5,160
8	ONE DAY AT A TIME#	11.1	5,030
9	STARSKY AND HUTCH	10.8	4,910
10	SWITCH	10.8	4,890
11	ROCKFORD FILES	10.8	4,880
12	BARNABY JONES#	10.6	4,800
13	FANTASY ISLAND	10.6	4,790
14	SATURDAY NIGHT	10.3	4,690
15	ABC MONDAY NIGHT BASEBALL	10.0	4,520
16	CBS SATURDAY NIGHT MOVIE#	9.9	4,500
17	60 MINUTES	9.6	4,370

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	QUINCY, M.E.#	19.6	3,570
2	60 MINUTES	18.9	3,450
3	ABC MONDAY NIGHT BASEBALL	18.3	3,330
4	ALICE	17.8	3,240
5	ALL IN THE FAMILY	17.7	3,220
6	MISS UNIVERSE PAGEANT(S)	16.5	3,010
7	ON OUR OWN#	15.7	2,860
8	RHODA	15.6	2,850
9	M*A*S*H#	14.8	2,690
9	ONE DAY AT A TIME#	14.8	2,690
11	HAWAII FIVE-O	14.7	2,680
12	SWITCH	13.9	2,530
13	BARNABY JONES#	13.4	2,440
14	ROCKFORD FILES	13.0	2,370
15	LITTLE HOUSE-PRAIRIE	12.7	2,320
16	CHARLIE'S ANGELS	12.7	2,310

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1978 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																		
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN					TEENS (12-17)					CHILDREN (2-11)					
						WK 1	WK 2						TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL FEM.	TOTAL 6-11		
*EVENING																												
ABC FRIDAY NIGHT MOVIE 34 190 190										A 11.2 24 816	1847	716	276	774	248	453	454	124^227	646	227	399	363	169	198	239	122^	188	153
FRI. 9.00P 120 ABC FF 99 99										B 16.9 30 1232																		
9.00 - 9.30										A 10.1 23 736	1861	683	241	742	244	452	454	108^214	655	262	411	369	149^186	258	131^	206	156^	
9.30 - 10.00										A 11.2 24 816	1882	693	235	758	215	425	461	128^229	670	256	405	352	170 205	266	136^	188	152	
10.00 - 10.30										A 11.7 25 853	1790	719	302	767	237	437	438	131^237	639	218	406	369	174 197	220	120^	164	146	
10.30 - 11.00										A 11.7 25 853	1849	765	319	819	288	486	464	119^224	625	181	377	367	179 199	213	106^	192	157	
ABC MONDAY NIGHT BASEBALL 6 191 186										A 13.7 26 999	1694	505	155	543	150	292	281	85^187	848	283	454	398	179 333	154	39^	149	108^	
1 MON. 8.00P 180 ABC SE 99 99										B 12.9 25 940																		
2 MON. 8.00P 170																												
8.00 - 8.30										A 10.8 24 787	1704	545	150^	593	162	303	307	97^206	777	244	399	398	195 319	147^ 55^	187	143^		
8.30 - 9.00										A 12.8 26 933	1677	515	138	555	127^	300	292	102^201	813	236	429	391	191 322	152	41^	157	120^	
9.00 - 9.30										A 14.0 27 1021	1714	493	156	533	147	296	302	84^175	828	247	422	369	185 348	160	40^	193	128	
9.30 - 10.00										A 14.7 27 1072	1665	456	136	496	130	272	264	65^165	839	280	450	392	170 334	157	37^	173	121	
10.00 - 10.30										A 16.2 28 1181	1688	488	151	520	145	268	253	78^188	903	326	495	410	177 344	154	36^	111	77^	
10.30 - 11.00										A 13.8 24 1006	1721	538	212	561	186	298	265	82^189	914	334	502	439	160 332	178	42^	68^	55^	
ABC NEWSBRIEF-M-F 206 181 176										A 13.4 26 977	1831	694	293	779	356	515	419	84 189	581	235	341	297	103 176	208	121	263	197	
1 MON. 10.58P 1 ABC N 96 92										B 17.7 29 1290																		
TU & W 9.58P 1																												
THU. 9.28P 1																												
FRI. 8.58P 1																												
2 MON. 10.49P 1																												
ABC NEWSBRIEF-SAT. 42 184 188										A 17.5 38 1276	1937	698	207	757	298	444	399	103 242	516	227	330	300	84^150	293	171	371	292	
SAT. 9.58P 1 ABC N 96 97										B 18.7 34 1363																		
ABC NEWSBRIEF-SUN. 41 191 189										A 10.7 23 780	2085	730	272	838	354	552	457	129^221	774	327	548	469	101^174	230	155	243	166	
SUN. 8.58P 1 ABC N 97 97										B 17.2 28 1254																		
ABC SATURDAY COMEDY SPEC. 5 198 189										A 8.7 22 634	2002	628	209	724	226	376	368	130^286	468	202	290	210	82^160^	384	175^	426	304	
1 SAT. 8.30P 30 ABC CS 96 95										B 9.5 24 693																		
2 SAT. 8.00P 60																												
8.00 - 8.30										A 8.9 23 649	2182	645	236^	749	240^	352^358^	120^323^	434	159^	284^221^	85^150^	467	262^	532	331^			
8.30 - 9.00										A 8.6 22 627	1901	618	197	711	220	386	371	135^266	483	224	291	207	80^164^	337	128^	370	288	
ABC SATURDAY EVENING NEWS 29 118 118										A 3.0 9 219	1329	453^118^	489^105^	146^180^	195^264^	750	143^	306^315^	123^365^	40^ 27^	50^ LT							
1 SAT. 6.30P 30 ABC N 67 67										B 5.0 12 365																		
2 SAT. 6.34P 26																												
ABC SUMMER MOVIE 6 181 183										A 14.4 27 1050	1663	712	285	787	301	527	436	125 205	564	176	343	321	130 168	133	77^	179	156	
THU. 9.30P 90 ABC FF 95 96										B 16.1 30 1174																		
9.30 - 10.00										A 13.2 25 962	1567	664	261	740	264	500	409	119^201	517	144	310	307	108^151	118^ 88^	192	161		
10.00 - 10.30										A 14.6 26 1064	1733	733	293	802	310	545	456	126 199	586	186	357	319	142 180	146	72^	199	169	
10.30 - 11.00										A 15.3 29 1115	1693	742	302	816	329	534	447	128 211	588	193	358	335	139 176	139	73^	150	142	
ABC SUNDAY NIGHT MOVIE 31 190 195										A 13.9 27 1013	1888	691	204	733	233	459	423	134 200	878	376	578	521	140 217	128	51^	149	105^	
1 SUN. 9.00P 146 ABC FF 98 99										B 19.9 33 1451																		
2 SUN. 9.00P 120																												
9.00 - 9.30										A 13.0 26 948	1929	670	204	715	245	457	403	131 191	889	399	592	505	162 218	148	53^	177	100^	
9.30 - 10.00										A 13.9 26 1013	1808	631	207	679	204	417	387	136 195	889	385	580	532	154 224	130	48^	110^	72^	
10.00 - 10.30										A 14.6 27 1064	1852	670	196	706	204	448	420	126 182	850	354	569	512	133 216	137	58^	159	122	
10.30 - 11.00										A 14.6 28 1064	1842	697	201	735	221	460	431	137 198	825	350	547	498	127 208	128	58^	154	119	
11.00 - 11.30										A 13.4 31 977	2116	857	219^	914	357	579	527	129^258	988	398	620	584	116^226^	81^ 22^	133^	133^		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1978 REPORT

PROGRAM NAME											AUDIENCE COMPOSITION																		
PROGRAM NAME											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	18-34	WOMEN 18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 8-11		
EVENING CONT'D																													
ABC WORLD NEWS TONIGHT 15 198 199											A 7.4 19 539	1599	667 285	769 242	398 358	126 289	638 192	317 296	155 257	106^ 61^	86^ 57^								
M-F 6.30P 30 ABC N 99 99											B 7.5 19 547																		
ALICE 34 197 194											A 19.9 40 1451	1895	763 273	855 302	457 373	110 324	564 180	293 288	106 223	188 112	288 187								
1 SUN. 8.30P 30 CBS CS 99 99											B 22.0 35 1604																		
2 SUN. 9.30P 30																													
ALL IN THE FAMILY 38 195 196											A 21.7 43 1582	1937	777 277	871 311	480 382	112 319	606 203	349 331	93 203	189 90	271 213								
1 SUN. 9.00P 60 CBS CS 99 99											B 22.6 36 1648																		
2 SUN. 9.00P 30																													
9.00 - 9.30											A 20.6 41 1502	1895	739 284	840 303	453 352	114 317	597 208	335 318	102 205	186 95	272 214								
9.30 - 10.00											A 24.1 46 1757	1995	838 265	920 321	521 431	114^325	616 193	371 349	77^199	192 80^	267 213								
BABY, I'M BACK 8 185 185											A 10.4 27 758	2021	858 298	903 329	501 420	89^331	526 158^	289 278	95^199	308 243	284 139^								
SAT. 8.30P 30 CBS CS 95 96											B 9.9 25 722																		
BARNABY JONES(B) 190											A 11.1 26 809	1674	776 190^	847 174^	378 386	101^382	539 92^	279^301	52^203^	220^193^	68^ 45^								
1 SAT. 9.00P 120 CBS PD 99																													
9.00 - 9.30											A 9.3 23 678	1671	784 195^	874 214^	372 343^	118^423	539 88^	287^294^	62^205^	188^188^	70^ 43^								
9.30 - 10.00											A 10.8 25 787	1637	772 179^	851 191^	378 360	108^390	524 87^	280^295^	63^199^	182^163^	80^ 49^								
10.00 - 10.30											A 11.7 26 853	1714	771 206^	829 142^	368 414	96^361	552 93^	290 310	45^201^	265^210^	68^ 44^								
10.30 - 11.00											A 12.4 27 904	1685	789 183^	851 157^	399 429	85^366	547 102^	268 305	37^205^	235^211^	52^ 40^								
BARNABY JONES 32 183											A 19.2 36 1400	1696	723 242	779 224	378 377	170 287	553 198	343 292	100^173	212 92^	152^ 123^								
2 THU. 10.00P 60 CBS PD 97											B 20.1 36 1465	1694	721 246	781 213	374 381	166^285	544 191	340 288	98^168	209 94^	160^ 130^								
10.00 - 10.30											A 19.1 35 1392	1701	725 237	776 232	380 374	173 289	565 208	345 296	103^180	216 92^	144^ 117^								
10.30 - 11.00											A 19.2 37 1400																		
BARNEY MILLER 37 194 195											A 14.9 30 1086	1558	672 244	738 314	470 394	102^217	479 169	285 251	103^154	126 82^	215 158								
THU. 9.00P 30 ABC CS 99 98											B 20.1 33 1465																		
BIG EVENT-TUE. 21 205 195											A 12.8 24 933	1837	733 287	834 325	522 439	146 239	623 283	391 343	66^173	164 105^	216 119^								
TUE. 9.00P 120 NBC FV 99 95											B 17.6 29 1283																		
9.00 - 9.30											A 9.7 19 707	1816	733 250	817 298	483 464	139^239	654 286	382 369	63^192	151^ 84^	194 125^								
9.30 - 10.00											A 12.1 23 882	1802	737 287	841 335	528 449	149 241	636 283	393 348	72^182	158 100^	167 100^								
10.00 - 10.30											A 14.3 27 1042	1873	748 300	856 345	551 436	141 240	599 272	388 324	60^164	169 109^	249 134								
10.30 - 11.00											A 15.2 29 1108	1838	709 291	815 317	517 415	149 234	616 290	399 344	69^160	169 114	238 115								
BIG EVENT 40 208 207											A 11.9 24 868	1881	779 293	862 339	516 459	100^269	758 301	444 468	121^222	120^ 49^	141 114^								
1 SUN. 8.00P 180 NBC FV 99 99											B 18.8 31 1371																		
2 SUN. 9.00P 120																													
8.00 - 8.30											A 10.7 26 780	1817	758 404	758 293^	446 329	104^249^	660 235^	318 385	147^224^	100^ 51^	299^ 238^								
8.30 - 9.00											A 11.7 27 853	1868	771 307	785 277	448 413	105^264^	688 243^	353 396	152^240^	112^ 49^	283 205^								
9.00 - 9.30											A 11.3 22 824	1877	762 273	846 342	514 479	84^245	763 311	473 496	99^198	116^ 55^	152 110^								
9.30 - 10.00											A 11.5 21 838	1853	807 306	888 358	534 508	91^265	766 301	453 480	111^213	96^ 43^	103^ 77^								
10.00 - 10.30											A 12.8 24 933	1894	781 274	886 354	541 475	103^275	763 301	454 473	112^222	149 52^	96^ 89^								
10.30 - 11.00											A 13.1 25 955	1874	761 256	883 343	517 442	108^296	788 334	476 487	120^229	129 49^	74^ 74^								
BIONIC WOMAN 30 216 216											A 11.4 30 831	1857	630 169	748 252	419 379	93^243	614 232	390 348	78^170	224 127^	271 189								
SAT. 8.00P 60 NBC A 98 99											B 15.4 30 1123																		
8.00 - 8.30											A 10.5 28 765	1829	619 155^	739 251	412 355	93^252	615 236	390 338	83^178	236 143^	239 153^								
8.30 - 9.00											A 12.2 31 889	1876	640 178	758 253	428 400	92^236	610 227	387 355	73^163	212 111^	296 217								
BLACK SHEEP SQUADRON 3 189 202											A 13.0 24 948	1978	708 200	726 253	392 366	141 257	744 309	453 425	121^186	263 107^	245 138								
CONT'D																													

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1978 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																			
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK	DAY	START	DUR	NET	TYPE	PROG.	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)		LADY WORK-ING HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
#		TIME						WK 1	WK 2	K	E	AVG. AUD. SHARE %	AVG. AUD. (0,000)			TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11
EVENING CONT'D																													
BLACK SHEEP SQUADR-CONT'D																													
	WED.	9.00P	60	NBC	A			96	99	B		12.9 24 940				1972	688 189	718 252	383 349	146 264		733 305	445 424	114^183		251 101^	270 151		
		9.00 - 9.30								A		12.3 23 897					712 204	719 249	390 372	137 249		744 306	454 425	126 184		274 112^	221 125		
		9.30 - 10.00								A		13.8 25 1006				1958													
BOB NEUHART SHOW																													
	SAT.	8.00P	30	CBS	CS			30 182 181		A		10.0 27 729				1997	729 245	757 284	380 311	104^306		613 221	367 301	100^220		374 254	253 151^		
								97 96		B		14.8 29 1079																	
CAROL BURNETT SHOW																													
	1 WED.	8.00P	60	CBS	CV			5 180		A		10.4 23 758				1743	727 326	758 157^	388 408	159^293^		499 108^	213^227^	77^239^		262^149^	224^ 160^		
								97		B		10.6 23 773																	
		8.00 - 8.30								A		9.7 23 707				1710	705 275^	735 142^	337 381	166^309^		493 101^	188^200^	70^257^		274^168^	208^ 160^		
		8.30 - 9.00								A		11.1 24 809				1756	742 366	769 169^	427 431	152^275^		497 114^	233^242^	83^222^		252^132^	238^ 159^		
CARTER COUNTRY																													
	TUE.	9.30P	30	ABC	CS			11 190 189		A		17.5 33 1276				1937	776 316	831 388	549 484	105 205		515 205	271 258	91^178		268 157	323 251		
								97 97		B		19.3 34 1407																	
CBS EVENING NEWS-CRONKITE																													
	M-F	6.30P	30	CBS	N			200 200 201		A		10.6 27 773				1503	678 214	733 127	275 331	159 377		565 138	210 252	151 280		87 46^	118 57^		
								99 99		B		14.1 29 1028																	
CBS EVENING NEWS																													
	SUN.	6.30P	30	CBS	N			29 162 172		A		7.5 21 547				1600	684 186^	724 149^	229 240	165^415		727 184^	282 323	154^357		92^ 40^	57^ 20^		
								88 89		B		9.1 20 663																	
CBS FAMILY FILM CLASSICS																													
	TUE.	8.00P	60	CBS	FF			7 177 175		A		8.5 18 620				1713	629 156^	687 168^	280 307	152^294		495 137^	271 312	101^150^		120^ 79^	411 200		
								95 96		B		10.1 21 736																	
		8.00 - 8.30								A		8.4 19 612				1616	628 149^	687 160^	260 289	152^314		495 136^	259 291	113^167^		94^ 70^	340 171^		
8.30 - 9.00																													
										A		8.6 18 627				1796	627 162^	686 172^	294 327	151^273		492 136^	276 328	90^139^		141^ 85^	477 228		
CBS FRIDAY NIGHT MOVIE																													
	FRI.	9.00P	120	CBS	FF			19 190 182		A		9.4 20 685				1696	573 183	617 235	378 353	105^193		650 304	451 403	63^138^		189 84^	240 189		
								99 98		B		15.6 27 1137																	
		9.00 - 9.30								A		10.5 23 765				1752	619 181	664 226	402 366	107^215		649 297	433 367	63^154^		170 72^	269 201		
		9.30 - 10.00								A		9.2 19 671				1636	547 169^	571 185	321 306	116^206		641 304	443 378	54^141^		184 92^	240 191		
		10.00 - 10.30								A		8.9 19 649				1727	579 171^	621 262	392 358	100^184		659 307	464 418	67^136^		202 89^	245 203		
		10.30 - 11.00								A		9.0 19 656				1671	545 206	613 279	402 386	92^162^		662 309	478 454	70^126^		193 81^	203 167^		
CBS REPORTS(S)																													
	2 WED.	10.00P	60	CBS	DN			189 98		A		11.1 21 809				1590	652 287^	690 257^	419 386	102^207^		742 313	510 431	148^200^		77^ 28^	81^ 62^		
										A		11.3 21 824																	
		10.00 - 10.30								A		10.9 21 795				1637	675 297	715 262^	439 411	112^211^		763 324	535 452	144^195^		76^ 25^	83^ 65^		
		10.30 - 11.00								A		10.9 21 795				1522	624 272^	659 253^	399 360	91^199^		717 301	481 403	154^206^		72^ 28^	74^ 57^		
CBS SAT. NEWS-SCHIEFFER																													
	SAT.	6.30P	30	CBS	N			40 153 152		A		7.2 22 525				1499	697 238	754 120^	233 274	215^445		571 139^	223^288	147^261		44^ 15^	130^ 13^		
								89 87		B		10.2 23 744																	
CBS SATURDAY NIGHT MOVIE																													
	2 SAT.	9.00P	120	CBS	FF			182 99		A		11.5 25 838				2036	737 349	802 287	564 562	114^179^		766 297	537 466	138^200^		188^ 88^	280^ 223^		
										B		12.1 26 882																	
		9.00 - 9.30								A		11.9 27 868				2056	729 315	779 253^	524 518	124^210^		711 257^	481 411	115^197^		233^120^	333 275		
		9.30 - 10.00								A		12.4 27 904				1914	709 320	754 249^	524 532	109^180^		691 270	490 429	117^180^		194^102^	275 216^		
		10.00 - 10.30								A		11.1 24 809				2098	746 390	833 330	605 590	111^159^		818 340	585 489	161^201^		164^ 63^	283^ 226^		
		10.30 - 11.00								A		10.4 22 758				2120	777 385	863 333	619 624	108^161^		871 337	613 556	171^224^		155^ 62^	231^ 171^		
CBS TUESDAY NIGHT MOVIES																													
	TUE.	9.00P	120	CBS	FF			19 178 176		A		15.5 29 1130				1676	738 258	762 281	451 416	129 239		592 220	379 384	112 156		157 71^	165 130		
								95 96		B		15.8 27 1152																	
		9.00 - 9.30								A		12.8 25 933				1659	731 266	755 249	402 399	157 260		562 202	348 369	121^157		120^ 60^	222 144		
		9.30 - 10.00								A		14.8 28 1079				1699	742 271	766 290	443 413	139 238		576 218	371 372	102^146		162 74^	195 151		
		10.00 - 10.30								A		17.0 32 1239				1666	731 255	754 282	464 421	115 229		599 225	385 383	108 157		169 75^	144 121		
		10.30 - 11.00								A		17.6 33 1283				1652	744 245	763 289	473 423	112 234		618 231	399 401	116 161		158 68^	113 107		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1978 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																													
WK # DAY START TIME DUR NET TYPE T/C THIS SEASON PROG. TYPE NO. OF STATIONS & PROGRAM COVERAGE WK 1 WK 2										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																													
										HOUSEHOLD AUDIENCES		TOTAL PERSONS OF (2+)					LADY WORK-ING HOUSE WOM.					WOMEN					MEN					TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11					
										AVG. AUD. SHARE %	AVG. AUD. (0,000)																												
										K E Y																													

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1978 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION												
I/C THIS SEASON										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES												
NO. OF STATIONS & PROGRAM COVERAGE										TEENS (12-17) CHILDREN (2-11)												
K E Y										TOTAL PERSONS (2+)												
AVG. AUD. SHARE %										LADY WORK- OF ING HOUSE WOM.												
AVG. AUD. (0,000)										TOTAL PERSONS (2+)												
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1978 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION													
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1978 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																		
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
										WOMEN										MEN					TEENS (12-17)		CHILDREN (2-11)	
										TOTAL										TOTAL					TOTAL		TOTAL	
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND JULY 1978 REPORT

PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
PROGRAM NAME WK # DAY START TIME DUR NET TYPE														WK 1 WK 2		AVG. AUD. SHARE % %			AVG. AUD. (0,000)		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
																					TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		TOTAL										TEENS (12-17)		CHILDREN (2-11)						
																						18-34		WOMEN 18-49 25-54		55-64 55+		TOTAL		18-34 18-49 25-54		55-64 55+		TOTAL FEM.		TOTAL 6-11							
LATE FRINGE CONT'D																																											
WED. MYSTERY OF TH-CONT'D																																											
12.30 - 1.00																																											
1.00 - 1.30																																											
WEEKDAY DAYTIME																																											
ALL IN THE FAMILY M-F																																											
M-F 3.30P 30 CBS CS 99 99																																											
ALL MY CHILDREN																																											
M-F 1.00P 60 ABC DD 98 98																																											
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M-F 1.30P 60 CBS DD 99 99																																											
1.30 - 2.00																																											
2.00 - 2.30																																											
CAPTAIN KANGAROO																																											
M-F 8.00A 60 CBS C 99 99																																											
8.00 - 8.30																																											
8.30 - 9.00																																											
CARD SHARKS																																											
M-F 10.00A 30 NBC QG 90 87																																											
CBS MID-DAY NEWS-EDWARDS																																											
M-F 11.55A 4 CBS N 90 90																																											
CBS MORNING NEWS																																											
M-F 7.15A 45 CBS N 96 96																																											
7.30 - 8.00																																											
DAYS OF OUR LIVES																																											
M-F 1.30P 60 NBC DD 99 99																																											
1.30 - 2.00																																											
2.00 - 2.30																																											
DOCTORS																																											
M-F 2.30P 30 NBC DD 98 98																																											
EDGE OF NIGHT																																											
M-F 4.00P 30 ABC DD 90 90																																											
FAMILY FEUD																																											
M-F 11.30A 30 ABC QP 99 99																																											
1.30 - 2.00																																											
2.00 - 2.30																																											

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				T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSEWOM.	MEN					TEENS (12-17)					CHILDREN (2-11)						
													TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11				
WEEKDAY DAYTIME CONT'D																														
FOR RICHER, FOR POORER					143	156	155	A	2.8	11	204	1451	791	137^	820	255^	397	416	83^	349	323	109^	133^	107^	103^	181^	150^	127^	158^	118^
M-F 1.00P 30 NBC DD					81	81		B	3.6	14	262																			
GENERAL HOSPITAL					123	190	190	A	7.2	26	525	1404	817	160	924	428	561	493	128	243	171	81^	98^	54^	28^	57^	166	113	143	98
M-F 3.00P 60 ABC DD					98	98		B	7.1	25	518																			
3.00 - 3.30								A	7.3	27	532	1387	807	151	918	436	565	500	124	229	169	85^	98^	53^	28^	54^	170	117	130	94^
3.30 - 4.00								A	7.2	26	525	1381	803	159	904	409	543	479	127	247	165	75^	94^	51^	27^	58^	158	107^	154	102^
GONG SHOW					144	170		A	5.5	21	401	1534	390	58^	407	198^	250^	141^	32^	146^	365	115^	135^	84^	55^	210^	348	146^	414	269^
1 M-F 12.30P 30 NBC QG					85			B	4.8	19	350																			
GOOD MORNING, AMERICA-730					200	183	183	A	2.0	22	146	1260	746	178^	788	241^	371^	383^	117^	315^	349^	54^	138^	158^	83^	171^	54^	LT	69^	LT
M-F 7.30A 30 ABC N					98	98		B	2.9	21	211																			
GOOD MORNING, AMERICA-830					200	188	188	A	3.1	20	226	1358	716	137^	768	212^	366	399	106^	286	415	110^	212^	155^	106^	194^	99^	36^	76^	71^
M-F 8.30A 30 ABC N					94	94		B	3.5	21	255																			
GUIDING LIGHT					166	191	192	A	7.3	27	532	1333	791	181	836	198	436	404	191	348	168	49^	68^	50^	34^	83^	207	120	122	86^
M-F 2.30P 60 CBS DD					99	99		B	7.7	28	561																			
2.30 - 3.00								A	7.5	28	547	1309	799	182	856	206	460	419	185	345	147	41^	57^	38^	28^	81^	183	113	123	82^
3.00 - 3.30								A	7.2	26	525	1322	762	169	804	186	402	381	190	346	176	51^	66^	57^	39^	84^	226	123	116	85^
HAPPY DAYS M-F					198	169	170	A	8.6	37	627	1691	410	109	450	235	345	265	29^	72^	171	118	140	88^	14^	26^	462	246	608	448
M-F 11.00A 30 ABC CS					95	95		B	6.4	30	467																			
HOLLYWOOD SQUARES					195	186	185	A	4.8	23	350	1394	668	140^	689	181	304	266	117^	308	276	82^	96^	128^	38^	123^	186	56^	243	163^
M-F 10.30A 30 NBC QP					94	94		B	5.2	27	379																			
LOVE OF LIFE					198	184	185	A	5.6	23	408	1267	715	160	805	262	439	422	142^	299	113^	30^	57^	48^	26^	45^	170	127^	179	103^
M-F 11.30A 30 CBS DD					97	97		B	5.8	26	423																			
MATCH GAME '78					135	149	153	A	5.9	21	430	1372	616	118^	674	168	302	300	115^	306	276	44^	74^	92^	50^	175	224	88^	198	156
M-F 4.00P 30 CBS QP					82	83		B	5.8	18	423																			
NEW HIGH ROLLERS					60	195	195	A	5.2	23	379	1369	718	106^	751	160	250	232	164	417	262	52^	82^	82^	55^	154^	172	72^	184	110^
M-F 11.00A 30 NBC QG					98	98		B	5.1	25	372																			
NEW TIC TAC DOUGH					20	156	158	A	3.8	20	277	1679	643	101^	740	210^	376	357	116^	304	238	65^	123^	112^	35^	97^	278	130^	423	297
M-F 10.00A 30 CBS QG					84	84		B	3.9	21	284																			
ONE LIFE TO LIVE					125	190	190	A	7.4	28	539	1518	854	183	940	445	586	515	133	226	188	96^	117	59^	24^	54^	255	190	135	94^
M-F 2.00P 60 ABC DD					99	99		B	7.1	26	518																			
2.00 - 2.30								A	7.0	26	510	1565	860	209	956	459	601	519	127	219	183	100^	117	54^	21^	51^	287	218	139	98^
2.30 - 3.00								A	7.7	29	561	1474	853	159	934	436	576	513	140	236	190	95^	115	59^	25^	58^	224	166	126	86^
PRICE IS RIGHT 1					137	182	183	A	5.9	29	430	1660	545	128^	622	197	285	267	60^	269	251	45^	131^	148	24^	96^	298	160	489	322
M-F 10.30A 30 CBS AP					92	92		B	5.7	29	416																			
PRICE IS RIGHT 2					142	182	182	A	6.1	27	445	1661	620	142	708	249	356	291	46^	294	264	42^	138	133	21^	101^	309	148	380	245
M-F 11.00A 30 CBS AP					92	92		B	6.1	28	445																			
RYAN'S HOPE					199	181	181	A	7.3	28	532	1508	713	192	860	419	548	478	68^	166	161	48^	78^	72^	27^	65^	302	234	185	150
M-F 12.30P 30 ABC DD					96	96		B	6.9	28	503																			
SANFORD AND SON M-F					55	166		A	4.8	19	350	1714	509	86^	509	158^	317^	267^	38^	192^	368	63^	144^	156^	32^	188^	376	88^	461	359
1 M-F 12.00N 30 NBC CS					81			B	4.0	17	292																			
SEARCH FOR TOMORROW					197	188	189	A	7.1	27	518	1367	769	195	860	254	469	450	134	320	138	22^	50^	50^	11^	75^	220	166	149	88^
M-F 12.30P 30 CBS DD					97	97		B	7.1	29	518																			

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														VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													

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PROGRAM NAME											AUDIENCE COMPOSITION																										
				T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																												
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11												
													TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+													
WEEKEND DAYTIME CONT'D																																					
IN THE NEWS- 9.56AM											33	199	199	A	6.9	36	503	1505	317	185^	340	232^	278	161^	27v	27v	190^	140^	149^	99^	41v	41v	214^	73^	761	436	
SAT. 9.56A											3	CBS	N	B	8.9	38	649																				
IN THE NEWS-10.26AM											42	200	198	A	6.8	34	496	1389	281	139^	305	191^	237^	178^	29v	29v	156^	75^	108^	76^	48v	48v	219^	69^	709	373	
SAT. 10.26A											3	CBS	N	B	8.4	34	612																				
IN THE NEWS-10.56AM											42	195	195	A	6.7	31	488	1555	268	97^	294	158^	238^	178^	49v	49v	194^	127^	155^	79^	25v	39v	220^	56v	847	525	
SAT. 10.56A											3	CBS	N	B	7.6	31	554																				
IN THE NEWS-11.26AM											42	197	197	A	7.4	34	539	1742	316	107^	345	202^	270	229	31v	31v	219^	148^	156^	118^	26v	42v	297	84^	881	569	
SAT. 11.26A											3	CBS	N	B	8.2	33	598																				
IN THE NEWS-11.56AM											41	192	193	A	5.1	25	372	1667	325	228^	386	281^	333	145^	53v	53v	176^	63v	63v	89^	25v	51v	295^	151^	810	473	
SAT. 11.56A											3	CBS	N	B	7.2	30	525																				
IN THE NEWS-12.26PM											42	193	192	A	4.8	23	350	1246	335^	126^	355	289^	341^	169^	14v	14v	150^	84v	84v	86v	24v	24v	207^	45v	534	297^	
SAT. 12.26P											3	CBS	N	B	6.3	26	459																				
IN THE NEWS-12.56PM											40	195	191	A	5.5	25	401	1259	235^	97^	302	242^	254^	127^	LT	LT	200^	142^	155^	56v	45v	45v	249^	149^	508	324	
SAT. 12.56P											3	CBS	N	B	6.4	26	467																				
IN THE NEWS- 1.26PM											37	162	161	A	5.2	23	379	1491	243^	72v	293^	195^	241^	161^	LT	29v	227^	135^	148^	92^	45v	45v	229^	126^	742	560	
SAT. 1.26P											3	CBS	N	B	5.1	20	372																				
IN THE NEWS- 1.56PM											38	161	161	A	3.8	16	277	1596	315^	102v	362^	217^	236^	177^	LT	116^	188^	149^	163^	77v	25v	25v	197^	136^	849	632	
SAT. 1.56P											3	CBS	N	B	4.1	16	299																				
IN THE NEWS- 9.26AM											41	63	64	A	1.2	10	87	1379	58v	58v	194v	56v	125v	194v	LT	LT	LT	LT	LT	LT	LT	LT	242v	104v	943^	391^	
SUN. 9.26A											3	CBS	N	B	1.5	11	109																				
IN THE NEWS- 9.56AM											41	66	63	A	1.1	8	80	1613	287v	287v	412^	288v	375v	412^	LT	LT	150v	150v	150v	LT	LT	LT	LT	300v	LT	751^	675^
SUN. 9.56A											3	CBS	N	B	1.7	11	124																				
ISSUES AND ANSWERS											42	179	184	A	2.4	14	175	1646	800	212^	835	285^	389^	326^	200^	395^	497^	115v	236^	234^	86v	199^	227^	63v	87v	87v	
SUN. 12.00N											30	ABC	CC	B	2.7	12	197																				
JABBERJAW											40	92	91	A	2.2	13	160	1950	607^	138v	607^	230^	493^	351^	94v	94v	195^	LT	56v	127v	68v	68v	548^	250^	600^	464^	
SUN. 10.30A											30	ABC	CA	B	2.7	14	197																				
KROFFT SUPERSHOW '78 I											3	180	179	A	4.5	23	328	1884	226^	144^	305^	162^	243^	226^	LT	LT	226^	102^	138^	102^	LT	54v	511	268^	842	584	
SAT. 11.30A											30	ABC	CL	B	4.9	23	357																				
KROFFT SUPERSHOW '78 II											3	180	179	A	4.6	22	335	2167	281^	102^	358	191^	284^	225^	LT	31v	267^	110^	156^	122^	LT	61v	557	295^	985	725	
SAT. 12.00N											30	ABC	CL	B	5.0	23	365																				
LAND OF THE LOST											22	171	172	A	4.6	22	335	1770	359	146^	377	188^	296^	269^	LT	63v	285^	111^	230^	156^	LT	43v	261^	193^	847	637	
SAT. 12.00N											30	NBC	CL	B	4.5	21	328																				
LOUISVILLE TENNIS TOURN.(S)												175		A	2.7	11	197	1259	330^	80v	350^	66v	66v	82v	132v	243v	528^	131v	218v	214v	131v	218v	290v	86v	91v	91v	
2 SUN. 2.00P 120 CBS SE												95																									
2.00 - 2.30														A	2.9	12	211	1190	294^	109v	294^	LT	LT	LT	185v	294^	440^	89v	155v	85v	185v	266v	252v	LT	204v	204v	
2.30 - 3.00														A	2.7	11	197	1086^	219v	66v	244v	LT	LT	25v	147v	219v	482^	122v	192v	127v	142v	233v	218v	LT	142v	142v	
3.00 - 3.30														A	2.4	9	175	1183^	343v	40v	366^	114v	114v	148v	80v	189v	532^	166v	281v	275v	114v	160v	285v	137v	LT	LT	
3.30 - 4.00														A	2.7	10	197	1558	457^	96v	497^	151v	151v	162v	103v	265v	665^	147v	248v	369^	92v	219v	396^	219v	LT	LT	
MEET THE PRESS											40	198	198	A	2.8	16	204	1475	661	92v	661	88v	210^	132v	186^	441^	745	215^	328^	299^	148v	403^	40v	LT	29v	29v	
SUN. 12.30P											30	NBC	CC	B	3.2	15	233																				

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										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	I/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11		
							WK 1	WK 2		AVG. AUD. %	AVG. SHARE %			18-34	18-49	25-54	55-64	55+	18-34	18-49	25-54	55-64	55+				
WEEKEND DAYTIME CONT'D																											
SCOOBY'S-LAFF-LYMPICS IV 4 192 192 A 6.7 31 488 1867 200^128^ 270 101^ 209^185^ LT 26v 183^ 71^ 116^107^ 15v 15v 541 264 873 541																											
SAT. 11.00A 30 ABC CA 99 99 B 6.3 30 459 1700 315 210^ 383 279^ 330 162^ 46v 46v 183^ 66v 66v 92^ 32v 56v 291 148^ 843 527																											
SECRETS OF ISIS 23 192 193 A 5.7 27 416 1700 315 210^ 383 279^ 330 162^ 46v 46v 183^ 66v 66v 92^ 32v 56v 291 148^ 843 527																											
SAT. 11.30A 30 CBS CL 98 98 B 6.4 28 467 1700 315 210^ 383 279^ 330 162^ 46v 46v 183^ 66v 66v 92^ 32v 56v 291 148^ 843 527																											
SPACE ACADEMY 24 195 191 A 5.8 26 423 1376 273^104^ 370 284 310 147^ 20v 20v 191^136^ 153^ 69v 38v 38v 276^175^ 539 348																											
SAT. 12.30P 30 CBS CL 96 96 B 6.3 28 459 1376 273^104^ 370 284 310 147^ 20v 20v 191^136^ 153^ 69v 38v 38v 276^175^ 539 348																											
SPACE SENTINELS 22 186 186 A 4.1 21 299 1625 271^ 97v 275^184^ 275^171^ LT LT 237^150^ 218^133^ LT LT 320^140^ 793 472																											
SAT. 11.30A 30 NBC CA 92 92 B 4.6 21 335 1625 271^ 97v 275^184^ 275^171^ LT LT 237^150^ 218^133^ LT LT 320^140^ 793 472																											
SPEED BUGGY 23 193 192 A 2.8 25 204 1569 206^ 29v 294^132v 153^180^ 35v 35v 205^ 87v 112v 53v 49v 93v 162^ 44v 908 673																											
SAT. 8.30A 30 CBS CA 95 95 B 4.0 24 292 1569 206^ 29v 294^132v 153^180^ 35v 35v 205^ 87v 112v 53v 49v 93v 162^ 44v 908 673																											
SPORTSWORLD 24 169 176 A 6.6 23 481 1709 479 207^ 490 135^ 272 282 75^189^ 688 278 461 369 79^181^ 273 98^ 258 220^																											
SUN. 4.00P 90 NBC SE 89 87 B 5.4 18 394 1709 479 207^ 490 135^ 272 282 75^189^ 688 278 461 369 79^181^ 273 98^ 258 220^																											
4.00 - 4.30 A 6.3 23 459 1680 459 166^ 472 118^ 245^261^ 82^196^ 630 198^ 393 345 77^186^ 296 108^ 282 236^																											
4.30 - 5.00 A 6.4 23 467 1719 475 201^ 488 132^ 288 296 74^184^ 698 301 502 393 65v160^ 255^ 92^ 278 250^																											
5.00 - 5.30 A 7.1 25 518 1720 500 249 513 155^ 279 287 71^195^ 719 324 482 364 91^191^ 263 88^ 225^ 184^																											
THINK PINK PANTHER 23 206 206 A 5.2 25 379 1868 320 159^ 320 198^ 320 170^ LT LT 198^115^ 132^110^ 30v 30v 387 213^ 963 618																											
SAT. 10.30A 30 NBC CA 99 99 B 5.2 23 379 1868 320 159^ 320 198^ 320 170^ LT LT 198^115^ 132^110^ 30v 30v 387 213^ 963 618																											
THREE ROBONIC STOOGES 24 193 191 A 1.9 23 139 1612 173v 44v 295^129v 150v237^ LT LT 202v 36v 65v 65v 100v137v 158v LT 957 525^																											
SAT. 12.30P 30 CBS CA 98 98 B 2.5 20 211 1612 173v 44v 295^129v 150v237^ LT LT 202v 36v 65v 65v 100v137v 158v LT 957 525^																											
THUNDER 22 157 154 A 3.9 18 284 1965 328^124^ 328^187^ 262^213^ LT 66v 355^200^ 342^235^ LT LT 394^238^ 888 750																											
SAT. 12.30P 30 NBC CL 80 80 B 3.7 17 270 1965 328^124^ 328^187^ 262^213^ LT 66v 355^200^ 342^235^ LT LT 394^238^ 888 750																											
U.S. WOMANS OPEN GOLF-SAT(S) 194 A 2.0 8 146 1740 398v 55v 535^171v 308v233v LT 185v 665^259v 411v465^ 62v200v 205v 61v 335v 335v																											
1 SAT. 4.00P 60 ABC SE 99 A 2.3 9 168 1690 329v 36v 472^137v 245v167v LT 203v 595^184v 298v326v 73v269v 272v100v 351v 351v																											
4.00 - 4.30 A 1.6 6 117 1855^ 488v 77v 633^221v 401v316v LT 172v 794^384v 597^692^ 52v102v 102v LT 326v 326v																											
4.30 - 5.00 A 3.7 12 270 1393 401^ 52v 426^ 89v 193v207v 86v167v 666^208v 385^318^ 167v241^ 204v111v 97v 71v																											
U.S. WOMENS OPEN GOLF-SUN(S) 196 A 3.1 12 226 1115 200v LT 200v LT 45v107v LT 93v 620^191v 412^318^ 76v208v 255v145v 40v 40v																											
1 SUN. 4.30P 210 ABC SE 99 A 2.7 10 197 1020^ 233v 31v 233v LT 91v 91v LT 142v 589^143v 320^305v 127v218v 198v122v LT LT																											
4.30 - 5.00 A 2.5 9 182 1143^ 309v 39v 309v LT 193v193v LT 116v 588^236v 417^412^ 65v121v 246v148v LT LT																											
5.00 - 5.30 A 4.2 13 306 1343 274^ LT 319^ 88v 212^166v 73v107v 726^223^ 399^428^ 147v225^ 131v 49v 167v 75v																											
5.30 - 6.00 A 4.5 13 328 1427 404^ 27v 428^ 58v 198^206^ 98v196^ 628^168v 348^326^ 202^229^ 142v 42v 229^ 155v																											
6.00 - 6.30 A 4.7 13 343 1609 601^108v 618^209^ 285^291^ 125v204^ 663^236^ 400^247^ 198^263^ 250^166v 78v 78v																											
6.30 - 7.00 A 4.6 12 335 1603 558^110v 609^157v 229^284^ 184^218^ 720 224^ 373^218^ 239^323^ 206^126v 68v 68v																											
7.00 - 7.30																											
7.30 - 8.00																											
WACKO 32 66 63 A 1.0 7 73 1507^ 274v274v 356v273v 302v356v LT LT 137v137v 137v LT LT 232v LT 782^ 658^																											
SUN. 9.30A 30 CBS CL 55 51 B 1.5 10 109 1507^ 274v274v 356v273v 302v356v LT LT 137v137v 137v LT LT 232v LT 782^ 658^																											
WHAT'S NEW, MISTER MAGOO 29 162 161 A 5.0 22 365 1444 225^ 66v 285^198^ 236^147^ LT 28v 226^125^ 137^ 98^ 55v 55v 217^120^ 716 551																											
SAT. 1.00P 30 CBS CA 86 84 B 5.5 23 401 1444 225^ 66v 285^198^ 236^147^ LT 28v 226^125^ 137^ 98^ 55v 55v 217^120^ 716 551																											
WORLD INVITATIONAL TENNIS 10 149 A 1.7 6 124 1702^ 911^202v 911^419v 766^580^ 65v138v 517^186v 300v315v LT 161v 274v LT LT LT																											
1 SUN. 3.00P 90 ABC SE 77 B 2.5 10 182 1702^ 911^202v 911^419v 766^580^ 65v138v 517^186v 300v315v LT 161v 274v LT LT LT																											
3.00 - 3.30 A 1.3 5 95 2347^1146^336v 1146^611v 916^706^ 94v188v 1011^347v 631v632v LT 222v 190v LT LT LT																											
3.30 - 4.00 A 1.7 6 124 2065 1275^355v 1275^725^1153^775^ 122v122v 524^184v 306v361v LT 163v 266v LT LT LT																											
4.00 - 4.30 A 2.1 8 153 1026^ 484^ LT 484^ 52v 373v373v LT 111v 203v 78v 78v 78v 40v125v 339v LT LT LT																											

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. JUL. 17, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					17,710 24.3												
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					8,240 11.3	8.9*		9.8*		10.5*		11.5*		14.5*		12.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 8.7	20*		20*		20*		22*		26*		24*	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					12,320 16.9		12,900 17.7		19,100 26.2		18,520 25.4		20,630 28.3				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					10,640 14.6		11,450 15.7		16,550 22.7		16,910 23.2		15,600 21.4		20.8*		21.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					32 13.7	31 15.5	31 14.9	31 16.5	43 21.5	43 24.0	43 22.8	40 23.7	40 20.9	38* 20.7	38* 21.1	42* 22.8	
W E K 1	TOTAL AUDIENCE (Households (000) & %)					15,240 20.9				16,550 22.7								
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					11,150 15.3	13.9*		16.8*	10,500 14.4	13.5*		13.7*		15.3*			
	SHARE OF AUDIENCE % (Households (000) & %)					32 21.000 28.8	31*		34*	27	25*		25*		28*		15.6	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					10,420 14.3		11,880 16.3		28,140 38.6								
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					9,260 12.7		10,420 14.3		18,230 25.0		20.6*		23.3*		26.6*		29.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 12.2	28 13.1	28 13.8	32* 14.7	43 19.2	38* 22.0		40* 22.6		44* 24.1		49* 30.3	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					14,220 19.5				17,130 23.5								
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					10,420 14.3	13.0*		15.6*	9,990 13.7	12.7*		13.7*		14.1*		14.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 12.7	28* 13.3	30* 15.3	30* 16.0	24 12.8	23* 12.6		23* 13.8		24* 14.1		24* 14.4	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		44.4	44.1	43.3	43.5	44.0	46.5	49.0	50.9	52.4	53.8	53.3	54.4	54.7	55.8	53.7	51.1	58.4
WK 2		41.6	43.9	44.6	45.1	45.4	47.5	49.9	52.7	53.9	55.8	58.0	59.4	59.9	59.7	60.0	58.4	

U.S. TV Households: 72,900,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-4

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. JUL. 18, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					14,140 19.4		14,220 19.5		15,820 21.7		12,900 17.7		11,880 16.3				
		AVERAGE AUDIENCE (Households (000) & %)					11,880 16.3		12,760 17.5		13,850 19.0		12,030 16.5		8,160 11.2		12.1*		10.2*
		SHARE OF AUDIENCE %					38		38		37		31		21		22 *		19 *
		AVG. AUD. BY ¼ HR. %					15.2	17.3	17.2	17.8	18.4	19.6	16.6	16.3	12.7		11.5	10.5	19.0
	CBS TV	TOTAL AUDIENCE (Households (000) & %)					8,890 12.2				20,630 28.3								
		AVERAGE AUDIENCE (Households (000) & %)					6,340 8.7	8.6*		8.9*	13,120 18.0		13.8*		16.5*		20.4*		21.5*
		SHARE OF AUDIENCE %					20	20 *		19 *	34		27 *		31 *		37 *		40 *
		AVG. AUD. BY ¼ HR. %					8.5	8.7	8.6	9.2	13.3	14.3	16.0	16.9	19.7		21.1	21.5	21.5
	NBC TV	TOTAL AUDIENCE (Households (000) & %)					9,190 12.6				15,970 21.9								
		AVERAGE AUDIENCE (Households (000) & %)					6,630 9.1	8.2*		10.1*	9,550 13.1		10.6*		12.6*		13.8*		15.5*
		SHARE OF AUDIENCE %					20	19 *		22 *	25		21 *		24 *		25 *		29 *
		AVG. AUD. BY ¼ HR. %					20.8		22.2		24.9		20.7		18.8		14.1	15.3	15.6
WEEK 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					12,900 17.7		14,290 19.6		16,110 22.1		13,490 18.5		9,840 13.5		14.5*		12.6*
		AVERAGE AUDIENCE (Households (000) & %)					17.0	18.4	18.8	20.3	21.9	22.4	18.7	18.4	14.9		14.1	13.2	11.9
		SHARE OF AUDIENCE %					39		40		42		34		26		28 *		25 *
		AVG. AUD. BY ¼ HR. %					17.0	18.4	18.8	20.3	21.9	22.4	18.7	18.4	14.9		14.1	13.2	11.9
	CBS TV	TOTAL AUDIENCE (Households (000) & %)					8,460 11.6				14,290 19.6								
		AVERAGE AUDIENCE (Households (000) & %)					6,050 8.3	8.2*		8.3*	9,480 13.0		11.7*		13.0*		13.6*		13.7*
		SHARE OF AUDIENCE %					18	18 *		17 *	25		22 *		24 *		26 *		27 *
		AVG. AUD. BY ¼ HR. %					8.5	8.0	8.1	8.4	11.3	12.1	12.9	13.0	13.6		13.7	13.5	13.8
	NBC TV	TOTAL AUDIENCE (Households (000) & %)					10,350 14.2				16,040 22.0								
		AVERAGE AUDIENCE (Households (000) & %)					7,510 10.3	5.5*		11.2*	9,110 12.5		8.8*		11.5*		14.7*		14.9*
		SHARE OF AUDIENCE %					22	21 *		23 *	24		17 *		21 *		28 *		29 *
		AVG. AUD. BY ¼ HR. %					8.9	10.1	10.8	11.6	8.9	8.7	11.3	11.7	14.5		14.9	14.8	15.0
TV HOUSEHOLDS USING TV			WK 1	40.3	40.0	39.8	41.6	41.8	44.1	45.3	46.8	49.6	52.0	53.4	53.7	54.1	55.2	54.2	53.7
(See Def. 1)			WK 2	42.2	42.6	42.9	44.0	44.7	46.6	48.1	50.2	52.5	53.7	53.9	53.8	52.8	52.7	52.1	50.8

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36.

A-5

EVE. TUE. JUL. 25, 1978

A-6

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. JUL. 19, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES																			
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E K 1	TOTAL AUDIENCE (Households (000) & %)						13,560 18.6					15,970 21.9			16,770 23.0				
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						9,840 13.5	12.7*		14.3*	12,470 17.1	16.3*		18.0*	13,050 17.9	18.4*		17.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 12.3	30*	14.1	31* 14.6	32 16.1	32* 16.6	17.6	33* 18.3	34* 18.4	18.4	17.4	34* 17.2	
<hr/>																			
W E K 2	TOTAL AUDIENCE (Households (000) & %)						10,420 14.3					15,090 20.7							
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)						7,580 10.4	9.7*		11.1*	9,620 13.2	12.1*		13.7*		13.9*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						23 9.3	23*	10.7	24* 11.5	25 11.6	24* 12.6	13.6	25* 13.9	26* 14.3	26* 13.6	13.2	11.8	
<hr/>																			
W E K 1	TOTAL AUDIENCE (Households (000) & %)						10,790 14.8					11,960 16.4			11,520 15.8				
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						7,800 10.7	10.2*		11.3*	9,400 12.9	12.1*		13.7*	8,380 11.5	11.3*		11.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						24 18.0	24*		24* 17.6	24 24.2	24* 17.6		25* 17.5	22 17.5	21* 11.3	11.3	23* 12.0	
<hr/>																			
W E K 2	TOTAL AUDIENCE (Households (000) & %)																		
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						9,770 13.4	12.5*		14.4*	13,780 18.9	17.9*		19.9*	14,800 20.3	20.2*		20.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						28 11.6	28*	14.0	29* 14.8	34 16.8	33* 18.9	20.2	35* 19.7	38* 20.5	38* 20.5	20.5	38* 20.1	
<hr/>																			
W E K 2	TOTAL AUDIENCE (Households (000) & %)						18,660 25.6								11,520 15.8				
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)						11,150 15.3	14.0*		15.1*		16.5*		15.6*	8,090 11.1	11.3*		10.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 13.8	31* 14.1	14.8	30* 15.3	30 16.4	30* 16.5	16.0	27* 15.3	21* 11.7	21* 10.9	10.6	21* 11.1	
<hr/>																			
W E K 2	TOTAL AUDIENCE (Households (000) & %)						10,130 13.9					12,900 17.7			14,360 19.7				
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						7,800 10.7	9.9*		11.5*	9,550 13.1	12.4*		13.8*	11,230 15.4	14.5*		16.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						23 9.4	22* 10.3	11.3	23* 11.8	23 11.8	23* 13.1	13.2	24* 14.5	29 14.1	27* 15.0	15.8	31* 16.5	
<hr/>																			
TV HOUSEHOLDS USING TV		WK 1	40.3	40.6	39.4	41.0	41.0	43.9	45.9	47.2	49.3	51.6	54.3	55.9	54.6	53.7	51.6	49.9	
(See Def. 1)		WK 2	40.4	40.5	40.5	41.5	43.1	46.7	48.8	51.4	53.6	56.3	57.1	57.4	54.0	53.3	52.8	53.3	

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-7

(1) PROMO FILL, CBS, (10:47-11:00PM)(SUS.).

EVE. WED. JUL. 26, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. JUL. 20, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)							10,130 13.9			13,190 18.1		17,790 24.4					
		AVERAGE AUDIENCE (Households (000) & %)							8,530 11.7			11,590 15.9		11,010 15.1					
		SHARE OF AUDIENCE %							27			33		28					
		AVG. AUD. BY ¼ HR. %							10.1	12.9		15.1	16.8	14.1	13.5	14.6	15.9	16.3	16.3
CBS TV	TOTAL AUDIENCE (Households (000) & %)								18,950 26.0									16,110 22.1	
	AVERAGE AUDIENCE (Households (000) & %)								10,210 14.0									11,740 16.1	
	SHARE OF AUDIENCE %								28	9.9*			12.2*		14.9*		18.6*	31	15.7*
	AVG. AUD. BY ¼ HR. %								8.8	10.9		11.9	12.4	14.4	15.4	18.0	19.2	16.3	15.2
NBC TV	TOTAL AUDIENCE (Households (000) & %)											13,270 18.2						13,490 18.5	
	AVERAGE AUDIENCE (Households (000) & %)											9,110 12.5						9,110 12.5	
	SHARE OF AUDIENCE %								8,600 11.8	9,260 12.7		11,300 15.5		14,360 19.7				12,400 17.2	12.6*
	AVG. AUD. BY ¼ HR. %								9.4	10.7		13.3	14.2	12.1	13.1	13.8	14.0	14.6	13.8
CBS TV	TOTAL AUDIENCE (Households (000) & %)								11,370 15.6				18,230 25.0				17,130 23.5		
	AVERAGE AUDIENCE (Households (000) & %)								8,680 11.9	10.8*		13,920 19.1					14,000 19.2		
	SHARE OF AUDIENCE %								26	24*		36			20.4*	37*	19.1*	35*	19.2*
	AVG. AUD. BY ¼ HR. %								10.7	11.0	12.3	13.8	16.9	18.6	20.1	20.8	18.7	19.5	19.4
NBC TV	TOTAL AUDIENCE (Households (000) & %)								15,090 20.7				10,350 14.2				9,990 13.7		
	AVERAGE AUDIENCE (Households (000) & %)								11,450 15.7				7,580 10.4				7,870 10.8		
	SHARE OF AUDIENCE %								34	14.6*		35*	19	10.2*	10.5*	10.5*	10.4*	19*	11.2*
	AVG. AUD. BY ¼ HR. %								14.0	15.2	16.9	16.9	10.4	10.1	10.5	10.6	10.1	10.6	11.0
TV HOUSEHOLDS USING TV WK 1		39.3	40.4	38.9	40.0	40.1	41.2	41.9	44.1	47.3	50.0	51.5	52.7	55.2	56.3	54.7	53.6	51.8	
(See Def. 1) WK 2		41.4	40.7	40.4	42.2	43.0	45.2	47.2	49.6	50.8	53.3	54.7	56.1	54.2	54.6	53.2	51.8		

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-10

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. JUL. 21, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV																		
	TOTAL AUDIENCE (Households (000) & %)						9,040 12.4		10,060 13.8		12,680 17.4								
	AVERAGE AUDIENCE (Households (000) & %)						7,440 10.2		8,680 11.9		8,020 11.0		10.0*		11.0*		11.6*		11.3*
	SHARE OF AUDIENCE %						26		28		24		22 *		23 *		25 *		24 *
	AVG. AUD. BY ¼ HR. %						9.7	10.6	11.8	12.0	9.8		10.3	10.9	11.2	11.4	11.8	11.6	11.1
W E K 2	CBS TV						12,170 16.7				13,920 19.1								
	AVERAGE AUDIENCE (Households (000) & %)						9,330 12.8				6,780 9.3		10.9*		9.0*		8.5*		9.1*
	SHARE OF AUDIENCE %						32	11.9*		13.6*	32 *	20	24 *		19 *		18 *		20 *
	AVG. AUD. BY ¼ HR. %						11.2	12.6	13.5	13.8	11.5	10.3	9.1	8.8	8.6	8.3	8.8	8.3	9.3
	NBC TV						6,930 9.5		6,120 8.4		17,130 23.5				17,350 23.8				
W E K 3	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						5,980 8.2		5,470 7.5		12,830 17.6		15.6*		19.5*		19.6	19.5*	19.7*
	SHARE OF AUDIENCE %						21		18		38		35 *		41 *		42 *	41 *	42 *
	AVG. AUD. BY ¼ HR. %						13.0		12.2		19.2								
	CBS TV																		
W E K 4	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						7,870 10.8		7,730 10.6		8,310 11.4		10.2*		11.4*		11.8*		12.1*
	SHARE OF AUDIENCE %						27		25		24		23 *		24 *		25 *		25 *
	AVG. AUD. BY ¼ HR. %						10.8	10.8	10.6	10.6	9.9	10.5	11.2	11.6	11.5	12.1	11.9	12.3	12.3
	CBS TV																		
W E K 5	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						8,090 11.1				6,850 9.4		10.0*		9.3*		9.3*		8.9*
	SHARE OF AUDIENCE %						27	9.6*		12.5*	29 *	20	22 *		19 *		19 *		19 *
	AVG. AUD. BY ¼ HR. %						8.9	10.3	12.2	12.8	10.4	9.7	9.2	9.5	9.4	9.2	8.7	5.1	5.1
	NBC TV																		
W E K 6	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						8,460 11.6		8,310 11.4		20,630 28.3								
	SHARE OF AUDIENCE %						10.4		10.2		18.1		15.2*		18.7*		19.5*		20.5*
	AVG. AUD. BY ¼ HR. %						10.1	10.7	10.1	10.3	14.3	16.0	17.4	18.7	19.3	19.6	20.5	20.4	20.4
	CBS TV																		
W E K 7	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						7,580 10.4		7,440 10.2		13,190 18.1		15.2*		18.7*		19.5*		20.5*
	SHARE OF AUDIENCE %						26		24		39		34 *		38 *		41 *		43 *
	AVG. AUD. BY ¼ HR. %						10.1	10.7	10.1	10.3	14.3	16.0	17.4	18.7	19.3	19.6	20.5	20.4	20.4
	CBS TV																		

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

37.4

38.2

36.8

37.3

37.6

39.9

41.0

42.8

43.6

45.4

46.7

47.8

47.5

47.0

46.5

46.5

46.5

46.5

46.5

46.5

46.5

U. S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-11

(1) SPORTS FILL, NBC, (10:52-11:00PM)(SUS.).

EVE. FRI. JUL. 28, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. JUL. 22, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					5,980 8.2		6,120 8.4		14,290 19.6				13,410 18.4				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					5,390 7.4		5,250 7.2		10,790 14.8				11,080 15.2				
	SHARE OF AUDIENCE %					21		20		35				37 *				
	AVG. AUD. BY ¼ HR. %					7.2	7.5	7.3	7.1	12.8				14.8				
	TOTAL AUDIENCE (Households (000) & %)					7,870 10.8		8,310 11.4		12,320 16.9								
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					6,710 9.2		7,220 9.9		8,090 11.1				10,8*				
	SHARE OF AUDIENCE %					26		27		26				25 *				
W E K 2	TOTAL AUDIENCE (Households (000) & %)					11,230 15.4				14,580 20.0								
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					8,160 11.2				8,240 11.3				10.3*				
	SHARE OF AUDIENCE %					29 *				26				24 *				
	AVG. AUD. BY ¼ HR. %					13.5	10.1*	12.2*	12.2*	25.2				19.390 26.6				
	TOTAL AUDIENCE (Households (000) & %)					9,110 12.5		9,110 12.5		14,510 19.9								
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					7,870 10.8		7,870 10.8		8,380 11.5				12.4*				
	SHARE OF AUDIENCE %					28		26		25				27 *				
W E K 3	TOTAL AUDIENCE (Households (000) & %)					11,660 16.0				10,500 14.4								
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					8,460 11.6				5,760 7.9				7.7*				
	SHARE OF AUDIENCE %					29				17				16 *				
	AVG. AUD. BY ¼ HR. %					10.3	10.9*	12.2*	12.2*	7.7				7.9				
	TOTAL AUDIENCE (Households (000) & %)					9,110 12.5		9,110 12.5		14,510 19.9								
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					7,870 10.8		7,870 10.8		8,380 11.5				12.4*				
	SHARE OF AUDIENCE %					28		26		25				27 *				
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		33.0	33.5	33.9	34.3	34.2	35.5	36.3	36.9	39.2	41.0	42.8	44.1	44.4	45.3	45.4	46.0	47.7
WK 2		35.0	35.7	37.5	38.1	38.4	39.5	40.4	41.6	42.7	44.8	46.2	47.2	47.2	46.9	47.6	47.7	

U. S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-14

NATIONAL Nielsen TV AUDIENCE ESTIMATES

LEVEL: CONSUMER

TIME

7:00

7:15

7:30

7:45

8:00

8:15

8:30

8:45

9:00

9:15

9:30

9:45

10:00

10:15

10:30

10:45

11:00

TOTAL AUDIENCE
(Households (000) & %)

8,460
11.6

16,550
22.7

ABC TV

U.S. Womens Open Golf
(4:30-8:00PM)

How the West Was Won
(R)

(OP)

ABC Sunday Night Movie
"GOLD" (9:00-11:26PM)(R)

AVERAGE AUDIENCE
(Households (000) & %)

4.7*

13*

4.6*

6,340
8.7

8.5*

8.9*

8,890
12.2

11.0*

11.7*

12.7*

12.5*

SHARE OF AUDIENCE %

4.8

13*

4.6

21

8.8

20*

25

23*

22*

24*

24*

AVG. AUD. BY 1/4 HR. %

4.5

4.7

8.2

8.8

9.0

10.5

11.5

12.0

12.6

12.3

12.7

TOTAL AUDIENCE
(Households (000) & %)

15,240
20.9

12,830
17.6

13,710
18.8

21,360
29.3

18,440
25.3

CBS TV

60 Minutes
(R)

Rhoda
(R)

Alice
(R)

All In The Family
(R)

(OP)

Switch

AVERAGE AUDIENCE
(Households (000) & %)

11,150
15.3

14.6*

15.9*

11,080
15.2

12,250
16.8

16,260
22.3

20.6*

24.1*

20.0

20.2*

19.9*

SHARE OF AUDIENCE %

15.3

38*

39*

37

39

45

43*

46*

38

38*

39*

AVG. AUD. BY 1/4 HR. %

14.1

15.1

15.7

16.0

15.0

15.3

16.0

17.6

19.5

21.7

23.5

24.6

20.2

20.2

20.1

19.7

TOTAL AUDIENCE
(Households (000) & %)

12,540
17.2

19,030
26.1

11,770
16.0

18,440
25.3

NBC TV

Wonderful World of Disney
"THE WHIZ KID AND THE CARNIVAL CAPER" Pt. II (R)

(OP)

Big Event
"AMELIA EARHART" (8:00-11:00PM)(R)

AVERAGE AUDIENCE
(Households (000) & %)

8,890
12.2

11.3*

13.2*

12.6

10.7*

11.7*

12.3*

12.5*

14.3*

14.3*

SHARE OF AUDIENCE %

31

30*

33*

26

26*

27*

26*

24*

27*

28*

AVG. AUD. BY 1/4 HR. %

11.9

11.9

13.6

10.9

10.9

11.4

12.0

12.3

12.3

12.8

14.0

14.5

14.6

13.9

TOTAL AUDIENCE
(Households (000) & %)

15,890
21.8

13,120
18.0

12,830
17.6

16,770
23.0

18,080
24.8

18,370
25.2

ABC TV

Hardy Boys/Nancy Drew
Mysteries
(R)

(1)

How the West Was Won
(R)

(OP)

ABC Sunday Night Movie
"THE FRIENDS OF EDDIE COYLE" (9:00-11:00PM)

AVERAGE AUDIENCE
(Households (000) & %)

6,050
8.3

7.8*

8.9*

7,800
10.7

10.2*

11.1*

11,660
16.0

14.9*

16.0*

16.5*

16.6*

SHARE OF AUDIENCE %

8.3

19*

20*

23

23*

23*

30

28*

29*

31*

32*

AVG. AUD. BY 1/4 HR. %

7.8

7.8

8.4

9.3

9.9

10.5

10.8

11.5

15.1

14.7

16.1

15.9

16.2

16.8

17.1

16.0

TOTAL AUDIENCE
(Households (000) & %)

11,960
16.4

13,560
18.6

14,290
19.6

CBS TV

60 Minutes
(R)

Rhoda
(R)

On Our Own
(R)

(OP)

All In The Family
(R)

Alice
(R)

Switch

AVERAGE AUDIENCE
(Households (000) & %)

12,390
17.0

16.1*

18.0*

11,450
15.7

11,660
16.0

15,020
20.6

16,770
23.0

14,430
19.8

19.9*

19.7*

SHARE OF AUDIENCE %

17.0

39*

40*

35

32

39

42

38

37*

38*

AVG. AUD. BY 1/4 HR. %

15.1

17.0

17.9

18.1

15.7

15.7

15.9

16.2

19.6

21.6

22.3

23.8

19.7

20.0

19.7

19.7

TOTAL AUDIENCE
(Households (000) & %)

8,680
11.9

10,210
14.0

7,950
10.9

NBC TV

Wonderful World of Disney
"NATURE'S STRANGEST ODDBALLS" (R)

Project U.F.O.
(R)

(OP)

Big Event
"THE RHINEMANN EXCHANGE" Pt. II (9:00-11:00PM)(R)

AVERAGE AUDIENCE
(Households (000) & %)

11.9

11.0*

12.8*

13.3*

14.7*

10.2*

10.4*

11.3*

11.9*

SHARE OF AUDIENCE %

28

27*

29*

30

30*

20

19*

19*

23*

AVG. AUD. BY 1/4 HR. %

10.7

11.2

12.3

13.3

13.1

13.6

14.5

14.9

10.1

10.2

10.1

10.6

11.3

11.3

11.8

12.0

TV HOUSEHOLDS USING TV

WK 1

37.5

38.8

39.9

41.1

40.6

41.2

42.6

44.5

46.5

48.9

52.0

52.7

52.6

53.0

52.1

51.0

(See Def. 1)

WK 2

40.2

42.3

43.9

45.2

44.0

45.7

48.2

50.3

52.3

53.3

55.0

55.8

53.1

53.4

52.7

51.6

U.S. TV Households: 72,900,000

* Half-hour ratings (for immediately preceding and subject quarter-hour)

(R) Repeat

SUN. 11:00 P.M.—12:45 A.M.

MON.-FRI. 11:30 P.M.—1:45 A.M.

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45												
W E E K 1	ABC TV																															
	TOTAL AUDIENCE (Households (000) & %)				3,720 5.1																											
	AVERAGE AUDIENCE (Households (000) & %)				3,430 4.7																											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				14.4 4.7		4.7																									
1	CBS TV				6,710 9.2		7,360 10.1																									
	AVERAGE AUDIENCE (Households (000) & %)				6,050 8.3		4,880 6.7		7.0*		6.8*		6.4*		5.8																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				18 8.3		26 7.2		22*		25*		30*		6.3																	
	TOTAL AUDIENCE (Households (000) & %)				5,610 7.7		10,640 14.6										2,410 3.3															
2	NBC TV																															
	AVERAGE AUDIENCE (Households (000) & %)				3,280 4.5		6,050 8.3		9.9*		8.1*		5.2*		1,750 2.4		2.6*															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				19 4.5		30 10.3		30*		30*		26*		18		18*		2.0													
	TOTAL AUDIENCE (Households (000) & %)				3,720 5.1																											
W E E K 2	ABC TV				3,500 4.8																											
	AVERAGE AUDIENCE (Households (000) & %)				3,500 4.8																											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				11 4.8																											
	TOTAL AUDIENCE (Households (000) & %)				7,290 10.0		7,070 9.7																									
2	CBS TV				7,070 9.7		4,080 5.6		6.7*		5.3*		4.5*																			
	AVERAGE AUDIENCE (Households (000) & %)				7,070 9.7		5.6 7.1		22 6.3		21*		23*																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				22 9.7		7.1 6.3		6.3		5.1		4.5																			
	TOTAL AUDIENCE (Households (000) & %)				3,430 4.7		9,770 13.4										2,410 3.3															
2	NBC TV																															
	AVERAGE AUDIENCE (Households (000) & %)				1,970 2.7		5,760 7.9		9.2*		7.6*		5.9*		1,750 2.4		2.7*															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				11 3.2		30 9.7		29*		30*		32*		19		20*															
	TV HOUSEHOLDS USING TV (See Def. 1)				46.4		44.8		39.6		38.9		31.8		31.1		27.9		26.5													
			24.6		22.5		19.4		19.6		33.9		31.3		27.8		25.4															
			22.2		19.6		33.9		31.3		27.8		25.4		21.9		19.1															
			16.4		15.5		14.4		13.4		12.2		11.6																			
U.S. TV Households: 72,900,000																																
* Half-hour ratings (for immediately preceding and subject quarter-hour)																																

U.S. TV Households: 72,900,000

A-17

(1) FOR REMAINING RATINGS, SEE OP PAGES.

(2) FOR INDIVIDUAL DAYS, TIME, AND DURATION, SEE PAE (ALPHA).

SUN. 11:00 P.M.—12:45 A.M.

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

MON.-FRI. 11:30 P.M.—1:45 A.M.

A-18

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUL. 17-21, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %) { 2,040 2.8 2,770 3.8 AVERAGE AUDIENCE (Households (000) & %) { 1,530 2.1 2,190 3.0 SHARE OF AUDIENCE % 22 19 AVG. AUD. BY ¼ HR. % 1.9 2.3 2.8 3.1 ← Good Morning, America → (Co-op) (Participating) (Co-op) (Participating)																
	CBS TV	TOTAL AUDIENCE (Households (000) & %) { 1,820 2.5 3,210 4.4 AVERAGE AUDIENCE (Households (000) & %) { 1,170 1.6 2,040 2.8 SHARE OF AUDIENCE % 18 17* 19 17* AVG. AUD. BY ¼ HR. % 1.6 1.6 1.9 2.6 ← CBS Morning News → Captain Kangaroo → (Co-op) (Participating) (Co-op) (Participating)																
	NBC TV	TOTAL AUDIENCE (Households (000) & %) { 3,130 4.3 3,280 4.5 AVERAGE AUDIENCE (Households (000) & %) { 2,550 3.5 2,550 3.5 SHARE OF AUDIENCE % 30 26 3.5 3.6 AVG. AUD. BY ¼ HR. % 3.5 3.5 3.5 3.6 ← Today Show → (Co-op) (Participating) (Co-op) (Participating)																
	ABC TV	TOTAL AUDIENCE (Households (000) & %) { 2,110 2.9 3,060 4.2 AVERAGE AUDIENCE (Households (000) & %) { 1,460 2.0 2,410 3.3 SHARE OF AUDIENCE % 22 22 3.3 3.3 AVG. AUD. BY ¼ HR. % 1.9 2.1 3.2 3.3 ← Good Morning, America → (Co-op) (Participating) (Co-op) (Participating)																
W E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %) { 1,390 1.9 1,900 2.6 AVERAGE AUDIENCE (Households (000) & %) { 1,390 1.9 1,900 2.6 SHARE OF AUDIENCE % 22 21* 18 17* AVG. AUD. BY ¼ HR. % 2.0 2.0 1.8 1.9 ← CBS Morning News → Captain Kangaroo → (Co-op) (Participating) (Co-op) (Participating)																
	NBC TV	TOTAL AUDIENCE (Households (000) & %) { 3,130 4.3 2,990 4.1 AVERAGE AUDIENCE (Households (000) & %) { 2,480 3.4 2,410 3.3 SHARE OF AUDIENCE % 30 25 3.3 3.2 AVG. AUD. BY ¼ HR. % 3.3 3.5 3.2 3.5 ← Today Show → (Co-op) (Participating) (Co-op) (Participating)																
	ABC TV	TOTAL AUDIENCE (Households (000) & %) { 2,110 2.9 3,060 4.2 AVERAGE AUDIENCE (Households (000) & %) { 1,460 2.0 2,410 3.3 SHARE OF AUDIENCE % 22 22 3.3 3.3 AVG. AUD. BY ¼ HR. % 1.9 2.1 3.2 3.3 ← Good Morning, America → (Co-op) (Participating) (Co-op) (Participating)																
	CBS TV	TOTAL AUDIENCE (Households (000) & %) { 1,390 1.9 1,900 2.6 AVERAGE AUDIENCE (Households (000) & %) { 1,390 1.9 1,900 2.6 SHARE OF AUDIENCE % 22 21* 18 17* AVG. AUD. BY ¼ HR. % 2.0 2.0 1.8 1.9 ← CBS Morning News → Captain Kangaroo → (Co-op) (Participating) (Co-op) (Participating)																
TV HOUSEHOLDS USING TV WK 1		4.9	6.0	7.6	8.6	10.3	11.9	12.8	14.0	15.3	17.2	18.0	18.6	18.8	20.1	20.6	21.5	
(See Def. 1) WK 2		4.6	6.0	7.1	8.2	9.9	11.7	12.5	13.6	14.8	16.6	17.9	18.8	19.1	20.2	20.4	21.5	

U.S. TV Households: 72,900,000

A-19

(1) "NBC NEWS UPDATE", (SUS.)

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

DAY MON.-FRI. JUL. 24-28, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUL. 17-21, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	7,220 9.9		8,160 11.2		4,740 6.5		5,690 7.8		8,460 11.6					7,220 9.9			
AVERAGE AUDIENCE (Households (000) & %)	6,270 8.6		7,000 9.6		3,940 5.4		4,880 6.7		6,270 8.6					5,390 7.4			7.8*
SHARE OF AUDIENCE %	38		39		21		26		32		8.8*			31 *			30 *
AVG. AUD. BY 1/4 HR. %	8.0	9.2	9.4	9.9	5.4	5.5	6.7	6.7	8.7	8.9	8.5	8.2	6.9	7.0*	7.6		8.0
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	5,320 7.3		4,960 6.8		6,120 8.4		5,760 7.9				7,650 10.5					7,070 9.7	
AVERAGE AUDIENCE (Households (000) & %)	4,450 6.1		4,230 5.8		5,540 7.6		5,100 7.0				5,830 8.0					5,320 7.3	7.4*
SHARE OF AUDIENCE %	27		24		30		27				30					27	28 *
AVG. AUD. BY 1/4 HR. %	5.9	6.4	5.5	6.0	7.3	7.9	6.9	7.1			7.5	8.0	8.3	8.2		7.4	7.4
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	4,160 5.7		5,320 7.3		4,230 5.8		4,740 6.5		2,770 3.8		6,270 8.6					4,590 6.3	
AVERAGE AUDIENCE (Households (000) & %)	3,570 4.9		4,590 6.3		3,500 4.8		4,010 5.5		2,330 3.2		4,670 6.4					4,080 5.6	
SHARE OF AUDIENCE %	21		26		19		21		12		24					21	
AVG. AUD. BY 1/4 HR. %	10.2		11.1		7.2		9.0		3.2	3.1	6.2	6.5	6.6	6.5	5.6	5.7	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	6,270 8.6		7,000 9.6		4,450 6.1		5,690 7.8		6,930 9.5					5,390 7.4			7.6*
AVERAGE AUDIENCE (Households (000) & %)	37		39		24		30		35		9.9*			33 *			28 *
AVG. AUD. BY 1/4 HR. %	8.0	9.3	9.4	9.9	5.9	6.3	7.7	8.0	9.8	10.0	9.4	8.9	7.2	7.1	7.6		7.6
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	5,180 7.1		4,740 6.5		6,200 8.5		5,830 8.0				7,580 10.4					7,140 9.8	
AVERAGE AUDIENCE (Households (000) & %)	4,450 6.1		3,940 5.4		5,470 7.5		5,250 7.2				5,690 7.8					5,390 7.4	7.5*
SHARE OF AUDIENCE %	27		23		29		28				29					27	28 *
AVG. AUD. BY 1/4 HR. %	5.9	6.3	5.2	5.7	7.3	7.9	7.1	7.2			7.6	7.7	8.1	8.0	7.6		7.5
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	4,520 6.2		5,830 8.0		4,810 6.6				2,040 2.8		6,420 8.8					4,960 6.8	
AVERAGE AUDIENCE (Households (000) & %)	3,940 5.4		5,030 6.9		2,550 3.5				1,820 2.5		4,960 6.8					4,450 6.1	
SHARE OF AUDIENCE %	23		29		13				10		25					23	
AVG. AUD. BY 1/4 HR. %	5.4	5.5	6.8	6.9	3.8	3.7	3.4	3.2	2.4	2.5	6.2	6.8	7.0	7.0	6.1	6.1	
TV HOUSEHOLDS USING TV WK 1	22.8	24.4	24.5	25.2	25.4	26.2	26.0	26.7	26.2	26.4	26.4	27.1	26.8	26.6	26.0	26.8	
WK 2	22.7	24.1	24.2	24.7	25.7	26.7	26.5	26.5	25.9	26.5	26.8	27.2	26.7	26.9	27.0	27.4	

U.S. TV Households: 72,900,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

DAY MON.-FRI. JUL. 24-28, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUL. 17-21, 1978

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W E E K 1	ABC TV																		
	TOTAL AUDIENCE (Households (000) & %)		7,000 9.6					4,960 6.8										5,980 8.2	
	AVERAGE AUDIENCE (Households (000) & %)		5,320 7.3					4,450 6.1										5,030 6.9	
	SHARE OF AUDIENCE %		26					21										18	
W E E K 2	CBS TV																		
	TOTAL AUDIENCE (Households (000) & %)				6,780 9.3			5,030 6.9										8,820 12.1	
	AVERAGE AUDIENCE (Households (000) & %)				5,690 7.1*			4,370 6.0										7,730 10.6	
	SHARE OF AUDIENCE %				26*			21										10.3	
W E E K 1	NBC TV																		
	TOTAL AUDIENCE (Households (000) & %)		6,850 9.4															8,460 11.6	
	AVERAGE AUDIENCE (Households (000) & %)		5,470 7.5															7,220 9.9	
	SHARE OF AUDIENCE %		27					28*										9.7	
W E E K 2	ABC TV																		
	TOTAL AUDIENCE (Households (000) & %)		7,000 9.6															8,460 11.6	
	AVERAGE AUDIENCE (Households (000) & %)		5,390 7.4															7,290 10.0	
	SHARE OF AUDIENCE %		27					27*										25	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		27.4	28.3	28.5	29.3	29.1	29.9	29.3	30.2	30.6	31.8	32.9	34.3	36.4	37.5	37.9	39.2		
U.S. TV Households: 72,900,000		27.5	28.1	27.6	28.3	27.8	28.8	28.6	29.8	30.4	31.4	32.2	34.1	36.2	38.2	38.9	40.1		

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JUL. 22, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					1,460 2.0		2,700 3.7		4,010 5.5		3,500 4.8		4,520 6.2		5,690 7.8		
	ABC TV							Dynomutt Dog Wonder (OP)	All New Super- Friends I	All New Super- Friends II (OP)	Scooby's All-Star Laff-A-Lympics I	Scooby's All-Star Laff-A-Lympics I	Scooby's All-Star Laff-A-Lympics II (OP)	Scooby's All-Star Laff-A-Lympics II (OP)	Scooby's All-Star Laff-A-Lympics III			
	AVERAGE AUDIENCE (Households (000) & %)					1,240 1.7		2,190 3.0		3,280 4.5		2,920 4.0		3,650 5.0		4,670 6.4		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 1.5		27 1.9		31 4.3		23 3.7		24 5.0		29 6.3		6.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					1,820 2.5		2,770 3.8		4,080 5.6		5,760 7.9		7,220 9.9		5,980 8.2		
	CBS TV							Three Robonic Stooges (OP)	Speed Buggy (OP)	Bugs Bunny/ Road Runner I	Bugs Bunny/ Road Runner 2 (OP)	Bugs Bunny/ Road Runner 3 (OP)	Bugs Bunny/ Road Runner 3 (OP)	Batman/Tarzan Adventure I (OP)				
	AVERAGE AUDIENCE (Households (000) & %)					1,460 2.0		1,970 2.7		3,430 4.7		4,590 6.3		5,830 8.0		5,030 6.9		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 1.8		23 2.2		31 4.3		34 6.0		38 7.7		31 7.0		6.8
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					1,530 2.1		2,770 3.8		3,790 5.2		4,810 6.6		4,810 6.6		4,300 5.9		
	NBC TV				I am the Greatest (SUS.)	Hong Kong	Phooey	Go Go Globetrotters I	Go Go Globetrotters II	Go Go Globetrotters III	Go Go Globetrotters IV (I)	Think Pink Panther						
	AVERAGE AUDIENCE (Households (000) & %)					1,240 1.7		2,260 3.1		3,060 4.2		4,010 5.5		4,010 5.5		3,720 5.1		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 1.5		28 2.8		29 4.0		31 5.4		27 5.4		24 4.9		5.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					1,530 2.1		2,040 2.8		3,280 4.5		2,990 4.1		3,350 4.6		4,370 6.0		
	ABC TV							Dynomutt Dog Wonder (OP)	All New Super- Friends I	All New Super- Friends II (OP)	Scooby's All-Star Laff-A-Lympics I	Scooby's All-Star Laff-A-Lympics II (OP)	Scooby's All-Star Laff-A-Lympics II (OP)	Scooby's All-Star Laff-A-Lympics III				
	AVERAGE AUDIENCE (Households (000) & %)					1,530 2.1		2,040 2.8		3,280 4.5		2,990 4.1		3,350 4.6		4,370 6.0		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 2.1		29 2.2		33 4.2		24 4.1		25 4.5		29 6.0		6.0
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					1,600 2.2		2,920 4.0		4,520 6.2		5,610 7.7		5,690 7.8		5,610 7.7		
	CBS TV							Three Robonic Stooges (OP)	Speed Buggy (OP)	Bugs Bunny/ Road Runner I	Bugs Bunny/ Road Runner 2 (OP)	Bugs Bunny/ Road Runner 3 (OP)	Batman/Tarzan Adventure I (OP)					
	AVERAGE AUDIENCE (Households (000) & %)					1,240 1.7		2,110 2.9		3,430 4.7		4,520 6.2		4,670 6.4		4,520 6.2		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 1.5		27 2.5		30 4.3		34 6.0		34 6.5		31 5.8		6.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					1,600 2.2		2,190 3.0		3,430 4.7		4,450 6.1		5,470 7.5		4,590 6.3		
	NBC TV				I am the Greatest (SUS.)	Hong Kong	Phooey	Go Go Globetrotters I	Go Go Globetrotters II	Go Go Globetrotters III	Go Go Globetrotters IV (I)	Think Pink Panther						
	AVERAGE AUDIENCE (Households (000) & %)					1,020 1.4		1,820 2.5		2,700 3.7		3,790 5.2		4,300 5.9		3,790 5.2		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 1.2		26 2.2		27 3.5		31 5.1		32 5.6		25 5.2		5.1
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		3.3	4.0	4.7	6.0	7.8	9.0	10.4	12.8	14.7	16.2	17.6	19.4	20.8	21.6	21.7	22.3	
WK 2		2.5	3.1	3.8	4.6	7.1	8.3	9.5	11.7	14.4	16.5	18.1	18.8	18.7	18.8	19.7	21.0	

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JUL. 22, 1978

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)	6,200 8.5		3,650 5.0		3,280 4.5		4,880 6.7										
	ABC TV	Scooby's All-Star Laff-A-Lympics IV (OP) Krofft Supershow '78-I Krofft Supershow '78-II (OP) ← American Bandstand '78 →																
	AVERAGE AUDIENCE (Households (000) & %)	5,100 7.0		3,130 4.3		2,770 3.8		3,350 4.6										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	33 7.6		21 4.4		18 3.9		20 3.6		4.0* 17 *				5.2* 23 *				
W E K 2	TOTAL AUDIENCE (Households (000) & %)	5,980 8.2		5,100 7.0		4,590 6.3		5,250 7.2		4,520 6.2				3,860 5.3				
	CBS TV	Batman/Tarzan Adventure II (OP) Secrets of Isis (OP) Fat Albert and the Cosby Kids (OP) Space Academy (OP) What's New, Mister Magoo? (OP) CBS Saturday Film Festival (OP) "THE SHOW MUST GO ON"																
	AVERAGE AUDIENCE (Households (000) & %)	5,250 7.2		4,370 6.0		3,790 5.2		4,450 6.1		3,720 5.1				3,060 4.2				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	32 6.9		28 6.1		24 5.2		27 6.0		23 5.0				19 4.5		4.0		
W E K 1	TOTAL AUDIENCE (Households (000) & %)	3,350 4.6		3,940 5.4		4,590 6.3		3,860 5.3						4,080 5.6	13,630 18.7			
	NBC TV	Baggy Pants & the Nitwits Space Sentinels (I) Land Of The Lost Thunder (I) (2) ← NBC Major League Baseball "BOSTON VS. KANSAS CITY" & "MONTREAL VS. CINCINNATI" (2:15-5:35PM)																
	AVERAGE AUDIENCE (Households (000) & %)	2,700 3.7		3,430 4.7		3,790 5.2		3,060 4.2						3,790 5.2	6,420 8.8			7.3*
	SHARE OF AUDIENCE % (Households (000) & %)	17 8.1		23 5.6		25 7.2		18 7.5		4.3				24 5.2	35 6.2		7.4	31 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)	6,200 8.5		4,810 6.6		4,230 5.8		4,670 6.4		4,080 5.6				3,720 5.1				
	CBS TV	Batman/Tarzan Adventure II (OP) Secrets of Isis (OP) Fat Albert and the Cosby Kids (OP) Space Academy (OP) What's New, Mister Magoo? (OP) CBS Saturday Film Festival (OP) "LEGENDS OF PAUL BUNYAN/JOHN HENRY"																
	AVERAGE AUDIENCE (Households (000) & %)	5,390 7.4		3,940 5.4		3,280 4.5		4,010 5.5		3,500 4.8				2,990 4.1				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	34 7.2		26 5.7		22 4.3		26 5.3		21 4.6				17 4.6		3.7		
W E K 1	TOTAL AUDIENCE (Households (000) & %)	3,350 4.6		3,060 4.2		3,570 4.9		3,210 4.4						4,230 5.8	12,100 16.6			
	NBC TV	Baggy Pants & the Nitwits Space Sentinels (I) Land of the Lost Thunder (I) (3) ← NBC Major League Baseball "PHILADELPHIA VS. CINCINNATI" & "KANSAS CITY VS. BOSTON" (2:16-4:43PM)																
	AVERAGE AUDIENCE (Households (000) & %)	2,620 3.6		2,550 3.5		2,840 3.9		2,550 3.5						3,940 5.4	6,050 8.3			8.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	17 3.8		18 3.5		19 3.4		17 3.2						22 5.4	29 6.5		8.2	31 *
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		22.7	22.1	21.3	21.5	21.2	21.6	22.1	23.0	22.2	22.2	22.2	22.4	22.3	22.4	23.2	23.3	
U.S. TV Households: 72,900,000		21.9	21.9	20.7	20.1	19.8	20.9	20.8	21.7	21.8	23.5	23.5	24.1	24.8	26.3	27.6	28.2	

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(1) "NBC JR. HALL OF FAME", (SUS.).

(2) "NBC MAJOR LEAGUE PRE GAME", (2:00-2:15PM).

(3) "NBC MAJOR LEAGUE PRE GAME", (2:00-2:16PM), FOR REMAINING RATINGS, SEE OP PAGES.

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SAT. JUL. 29, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. JUL. 22, 1978

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV																	
WK 1	23.5	24.2	25.0	25.1	25.2	25.3	25.7	27.3	28.2	28.9	28.9	28.5	29.8	31.1	31.9	32.6	
WK 2	28.6	30.0	29.9	30.0	29.7	30.3	31.4	30.7	30.5	31.7	32.2	32.7	33.7	33.8	34.5	34.9	

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U.S. TV Households: 72,900,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SAT. JUL. 29, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JUL. 23, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																	1,820 2.5	
	ABC TV																	Jabberjaw (OP)	
	AVERAGE AUDIENCE (Households (000) & %)																	1,460 2.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	11 1.8	2.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)											730 1.0	800 1.1						
	CBS TV											Ghost Busters (OP)	Wacko (OP)	Behold Wondrous Things (SUS.)	Marshall Efron's Illustrated, Simplified & Painless Sunday School (SUS.)				
	AVERAGE AUDIENCE (Households (000) & %)											580 .8	580 .8						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %											7 .8	5 .7	.9					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	2,170 3.0	
	ABC TV																	Jabberjaw (OP)	
	AVERAGE AUDIENCE (Households (000) & %)																	1,750 2.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	15 2.4	2.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)											1,090 1.5	1,090 1.5						
	CBS TV											Ghost Busters (OP)	Wacko (OP)	Behold Wondrous Things (SUS.)	Marshall Efron's Illustrated, Simplified & Painless Sunday School (SUS.)				
	AVERAGE AUDIENCE (Households (000) & %)											950 1.3	800 1.1						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %											12 1.2	9 1.1	1.3	1.1				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																		
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																		
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		2.2	2.8	3.3	3.5	4.5	6.2	7.6	9.3	11.8	13.7	14.6	15.3	16.3	17.4	17.4	17.9		
WK 2		3.3	3.6	3.8	4.2	4.8	5.6	7.0	8.8	10.6	11.7	12.8	13.7	14.8	15.1	15.2	15.9		
U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hour)																			

U.S. TV Households: 72,900,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SUN. JUL. 30, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JUL. 23, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	2,480 3.4		2,480 3.4		2,480 3.4												
AVERAGE AUDIENCE (Households (000) & %)	2,190 3.0		2,040 2.8		1,900 2.6												
SHARE OF AUDIENCE %	16		15		14												
AVG. AUD. BY 1/4 HR. %	2.9	3.2	2.8	2.8	3.0	2.2											
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			2,190 3.0														
AVERAGE AUDIENCE (Households (000) & %)			1,680 2.3														
SHARE OF AUDIENCE %			13														
AVG. AUD. BY 1/4 HR. %			2.3	2.3													
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)							2,480 3.4										
AVERAGE AUDIENCE (Households (000) & %)							1,570 2.7										
SHARE OF AUDIENCE %							14										
AVG. AUD. BY 1/4 HR. %							2.7	2.6									
1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	2,660 3.6		2,990 4.1		1,970 2.7												
AVERAGE AUDIENCE (Households (000) & %)	2,260 3.1		2,330 3.2		1,600 2.2												
SHARE OF AUDIENCE %	17		18		13												
AVG. AUD. BY 1/4 HR. %	3.0	3.2	3.1	3.2	2.3	2.0											
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			2,330 3.2										5,100 7.0				
AVERAGE AUDIENCE (Households (000) & %)			1,900 2.6										1,970 2.7				
SHARE OF AUDIENCE %			16										11				
AVG. AUD. BY 1/4 HR. %			2.4	2.7									2.9	2.9*	2.9	2.7*	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)							2,840 3.9										
AVERAGE AUDIENCE (Households (000) & %)							2,110 2.9										
SHARE OF AUDIENCE %							17										
AVG. AUD. BY 1/4 HR. %							2.8	3.0									
2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
TV HOUSEHOLDS USING TV																	
WK 1	18.1	18.7	18.5	18.2	18.0	19.1	20.3	20.7	21.1	22.2	22.3	22.9	24.3	25.4	26.4	26.9	
WK 2	18.1	19.0	17.9	17.6	16.7	17.0	17.4	18.7	19.7	21.3	22.6	22.6	23.1	24.5	24.9	25.4	
U. S. TV Households: 72,900,000																	

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SUN. JUL. 30, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. JUL. 23, 1978

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %) { 2,700 3.7 10,130 13.9 AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																
		World Invitational Tennis U.S. Womens Open Golf (4:30-8:00PM)																
		1,240 1.7 1.3* 1.7* 2.1* 2,700 3.1* 2.7* 2.5* 4.2* 4.5* 6 5* 6* 8* 12 12* 10* 9* 13* 13* 1.4 1.3 1.6 1.9 2.0 2.2 3.3 3.0 2.7 2.6 2.4 2.6 4.2 4.1 4.4 4.5																
		TOTAL AUDIENCE (Households (000) & %) { CBS TV AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																
		Philadelphia Open (4:00-6:00PM) CBS Evening News																
		4,010 5.5 5.0* 4.7* 5.5* 7.0* 5,610 7.7 20 19* 18* 20* 24* 21 5.1 5.0 4.6 4.7 5.4 5.6 6.6 7.4 7.4 7.9																
W E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %) { 10,210 14.0 AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																
		Sportsworld NBC Nightly News-Sun.																
		5,320 7.3 6.6* 7.3* 8.1* 4,740 6.5 27 25* 27* 29* 18 6.7 6.4 7.4 7.3 7.7 8.5 6.4 6.6																
		TOTAL AUDIENCE (Households (000) & %) { ABC TV AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																
		Louisville Tennis Tournament (2:00-4:00PM) Hartford Open (4:00-6:00PM) CBS Evening News																
		3,790 5.2 4.0* 5.2* 5.4* 5,250 7.2 18 14* 18* 18* 20* 20 2.4 2.4 2.8 2.7 3.8 4.2 5.1 5.2 5.3 5.4 6.0 6.3* 20* 7.0 7.3																
W E K 3	NBC TV	TOTAL AUDIENCE (Households (000) & %) { 8,890 12.2 AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																
		Sportsworld NBC Nightly News-Sun.																
		4,230 5.8 5.9* 5.5* 6.1* 4,450 6.1 20 20* 19* 21* 17 6.1 5.6 5.5 5.9 5.9 6.2																
		TV HOUSEHOLDS USING TV WK 1 WK 2 (See Def. 1) 27.0 27.4 27.1 27.6 26.4 27.0 28.0 27.5 28.8 29.0 30.0 32.1 33.9 34.5 35.5 36.9 25.8 27.8 27.8 28.2 29.0 28.6 29.2 29.4 30.8 31.1 32.0 33.6 34.4 35.1 37.0 37.6																

U.S. TV Households: 72,900,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SUN. JUL. 30, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM		QUARTER HOUR	WEEK 1						WEEK 2					
			TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE	
EVENING MONDAY														
ABC 11.30-12.02AM SOAP-MON		11.30	6,560	9.0	5,690	7.8	25	7.8	6,710	9.2	5,690	7.8	25	7.5
11.30-12.03AM		11.45				7.9*	25*	8.0				7.8*	25*	8.2
		12.00						6.6						7.6
ABC 12.02- 1.07AM POLICE STORY-MON		12.00	5,830	8.0	3,940	5.4	24	5.4	5,760	7.9	4,010	5.5	25	6.4
12.03- 1.08AM		12.15				5.4*	21*	5.4				6.1*	24*	5.9
		12.30						5.6						5.6
		12.45				5.5*	27*	5.4				5.2*	26*	4.9
		1.00						5.3						4.3
CBS 9.00-11.02PM MISS UNIVERSE PAGEANT(S)		11.00							FOR RTGS SEE PAGE A-3					27.7
EVENING TUESDAY														
ABC 11.30-12.03AM SOAP-TUE		11.30	6,710	9.2	5,980	8.2	26	8.5	6,930	9.5	5,540	7.6	26	7.5
11.30-12.01AM		11.45				8.3*	26*	8.1				7.6*	25*	7.8
		12.00						6.6						7.9
ABC 12.03- 1.07AM TUESDAY MOVIE OF THE WEEK		12.00	4,080	5.6	2,840	3.9	19	4.3	5,250	7.2	2,840	3.9	23	5.3
12.01- 1.45AM		12.15				4.1*	17*	3.9				4.9*	22*	4.6
		12.30						3.9						4.3
		12.45				3.9*	21*	3.8				4.1*	23*	3.9

	1.00						3.7					3.3*	26*	3.6	
	1.15													3.1	
	1.30													2.9	
EVENING WEDNESDAY															
ABC 11.30-12.35AM POLICE STORY-WED	11.30	7,360	10.1	4,960	6.8	24	7.8		7,800	10.7	5,390	7.4	26	8.5	
11.30-12.33AM	11.45				7.3*	24*	6.8					8.0*	26*	7.5	
	12.00						6.3							7.1	
	12.15				6.4*	25*	6.5					7.0*	26*	7.0	
	12.30						5.4							5.4	
ABC 12.35- 1.41AM WED. MYSTERY OF THE WEEK	12.30	3,280	4.5	2,550	3.5	23	3.8		3,500	4.8	2,480	3.4	20	3.8	
12.33- 1.36AM	12.45				3.7*	20*	3.6					3.5*	18*	3.3	
	1.00						3.6							3.4	
	1.15				3.4*	24*	3.3					3.3*	22*	3.2	
	1.30						3.3							2.9	
EVENING THURSDAY															
ABC 11.30-12.37AM STARKY AND HUTCH-11:30	11.30	8,530	11.7	6,050	8.3	27	8.9		7,220	9.9	4,960	6.8	25	7.4	
11.30-12.38AM	11.45				8.9*	25*	8.9					7.3*	23*	7.2	
	12.00						8.4							6.7	
	12.15				8.2*	29*	8.0					6.7*	27*	6.8	
	12.30						6.5							5.2	
ABC 12.37- 1.14AM TOMA	12.30	4,230	5.8	3,500	4.8	26	5.0		3,130	4.3	2,700	3.7	22	4.0	
12.38- 1.14AM	12.45				4.9*	25*	4.9					3.9*	22*	3.8	
	1.00						4.5							3.5	
CBS 8.32-10.32PM WALTONS	10.30						19.1								
	11.00						16.5								
CBS 10.32-11.32PM HAWAII FIVE-O															
CONT'D															

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

NATIONAL TV/5C/7 TV AUDIENCE ESTIMATES												OTHER PROGRAMS			
DAY NETWORK TIME (N.Y.T.) PROGRAM	QUARTER HOUR	WEEK 1						WEEK 2							
		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR		
		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE			
EVENING THURSDAY CONT'D															
CBS 10.32-11.32PM HAWAII FIVE-O-CONT'D	11.15					16.6*	34*	16.8							
EVENING FRIDAY															
ABC 11.30-12.35AM BARETTA-11:30PM	11.30	7,220	9.9	5,100	7.0	23	6.9	6,490	8.9	4,300	5.9	21	6.6		
	11.45				7.0*	21*	7.1				6.5*	21*	6.4		
	12.00						7.3						5.7		
	12.15				7.1*	24*	7.0				5.6*	22*	5.4		
	12.30						6.4						4.8		
NBC 1.00- 2.30AM MIDNIGHT SPECIAL	1.00	5,390	7.4	2,410	3.3	23	4.5	4,520	6.2	2,330	3.2	25	4.1		
	1.15				4.2*	22*	3.9				3.9*	23*	3.8		
	1.30						3.1						3.8		
	1.45				2.9*	21*	2.7				3.4*	27*	3.0		
	2.00						2.9						2.5		
	2.15				2.7*	27*	2.5				2.2*	24*	1.9		
EVENING SATURDAY															
ABC 9.58- 9.59PM ABC NEWSBRIEF-SAT.	9.45	10,570	14.5	10,570	14.5	33	14.5	14,870	20.4	14,870	20.4	43	20.4		
ABC 11.00-11.15PM ABC WEEKEND NEWS-SATURDAY	11.00	5,250	7.2	5,180	7.1	17	7.1	5,610	7.7	5,540	7.6	18	7.6		
EVENING SUNDAY															
CBS 8.58- 8.59PM NEWSBREAK-SAT.	8.45	6,420	8.8	6,420	8.8	24	8.8	7,070	9.7	7,070	9.7	23	9.7		
NBC 8.58- 8.59PM NBC NEWS UPDATE-SAT.	8.45	7,290	10.0	7,290	10.0	27	10.0	6,490	8.9	6,490	8.9	21	8.9		
NBC 9.00-11.12PM NBC SATURDAY NIGHT MOVIES	11.00	FOR RTGS SEE PAGE A-12					13.1								
NBC 11.44- 1.03AM SATURDAY NIGHT	11.30	9,400	12.9	5,830	8.0	30	10.2	12,030	16.5	8,240	11.3	40	12.0		
	11.45						9.0				11.9*	38*	11.8		
	12.00						9.3						11.4		
	12.15				9.0*	32*	8.7				11.3*	41*	11.3		
	12.30						7.4						10.4		
	12.45				6.7*	29*	6.0				10.2*	43*	9.7		
	1.00						5.5								
EVENING MONDAY-FRIDAY															
ABC 8.58- 8.59PM ABC NEWSBRIEF-SUN.	8.45	6,850	9.4	6,850	9.4	21	9.4	8,680	11.9	8,680	11.9	24	11.9		
ABC 9.00-11.26PM ABC SUNDAY NIGHT MOVIE	11.15	FOR RTGS SEE PAGE A-14				13.4*	31*	12.0							
CBS 9.57- 9.59PM NEWSBREAK-SUN.	8.45	17,500	24.0	17,200	23.6	45	23.6	11,740	16.1	11,230	15.4	31	15.4		
8.57- 8.59PM	9.45														
NBC 9.05- 9.06PM NBC NEWS UPDATE-SUN.	8.45	7,580	10.4	7,580	10.4	22	10.4	8,380	11.5	8,380	11.5	23	11.5		
8.58- 8.59PM	9.00				4.4*	24*	4.2				2.6*	14*	2.5		
NBC 11.30- 1.04AM NBC LATE NIGHT MOVIE	12.45	FOR RTGS SEE PAGE A-16					4.1	FOR RTGS SEE PAGE A-17							
11.30- 1.00AM	1.00														
EVENING MONDAY-FRIDAY															
ABC 9.58- 9.59PM ABC NEWSBRIEF-M-F CONT'D	M-F 8.45	9,770	13.4	9,770	13.4	26	10.3	9,770	13.4	9,770	13.4	25	10.2		
A-39 U.S. TV HOUSEHOLDS: 72,900,000												FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.			
												*HALF HOUR RATINGS (EST.)			

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1				WEEK 2								
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR		
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%		SHARE	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)		%	SHARE
EVENING MONDAY-FRIDAY CONT'D																
ABC	9.58-	9.59PM	ABC NEWSBRIEF-M-F-CONT'D	9.15 9.45 10.45					16.2 15.7 9.4					13.5 17.1 9.0		
CBS	8.58-	8.59PM	NEWSBREAK-M-F	M-F 8.45 9.15	8,600	11.8	8,600	11.8	25	12.0 11.0	8,600	11.8	8,680	11.9 24	11.6	
CBS	1.15-	2.15AM	LATE MOVIE II	TU-TH 12.00 12.15 12.30 12.45 1.00 1.15 1.30	3,650	5.0	2,920	4.0	26	5.0 4.5 3.8 3.7 3.6	4,010	5.5	3,430	4.7 27 5.6* 23*	5.7 5.6 5.3 5.0 4.3 3.9 3.7	
								4.8*	26*					5.1* 27*		
									3.7*	25*				4.9* 33*		
NBC	8.58-	8.59PM	NBC NEWS UPDATE-M-F	M-F 8.45 9.15	7,000	9.6	7,000	9.6	20	9.4 10.3	7,800	10.7	7,800	10.7	22	10.7
DAY MONDAY-FRIDAY																
CBS	11.55-	11.59AM	CBS MID-DAY NEWS-EDWARDS	M-F 11.45	4,230	5.8	4,010	5.5	22	5.5	4,080	5.6	3,860	5.3	22	5.3
DAY SATURDAY																
ABC	8.25-	8.29AM	SCHOOLHOUSE ROCK- 8.25AM	8.15	1,680	2.3	1,460	2.0	24	2.0	1,600	2.2	1,390	1.9	25	1.9
ABC	9.25-	9.29AM	SCHOOLHOUSE ROCK- 9.25AM	9.15	3,570	4.9	3,210	4.4	28	4.4	3,570	4.9	3,210	4.4	30	4.4
ABC	10.25-	10.29AM	SCHOOLHOUSE ROCK-10.25AM	10.15	4,080	5.6	3,650	5.0	24	5.0	4,370	6.0	3,650	5.0	26	5.0
ABC	11.25-	11.29AM	SCHOOLHOUSE ROCK-11.25AM	11.15	4,740	6.5	4,230	5.8	27	5.8	4,740	6.5	4,230	5.8	28	5.8
ABC	12.25-	12.29PM	SCHOOLHOUSE ROCK-12.25PM	12.15	2,920	4.0	2,480	3.4	16	3.4	3,860	5.3	3,650	5.0	24	5.0
ABC	3.30-	6.34PM	ABC WIDE WORLD-SPORTS SAT	6.30												8.9
CBS	8.26-	8.29AM	IN THE NEWS- 8.26AM	8.15	1,680	2.3	1,460	2.0	22	2.0	1,820	2.5	1,680	2.3	28	2.3
CBS	8.56-	8.59AM	IN THE NEWS- 8.56AM	8.45	2,700	3.7	2,410	3.3	26	3.3	2,920	4.0	2,480	3.4	29	3.4
CBS	9.56-	9.59AM	IN THE NEWS- 9.56AM	9.45	5,390	7.4	5,250	7.2	37	7.2	4,960	6.8	4,810	6.6	35	6.6
CBS	10.26-	10.29AM	IN THE NEWS-10.26AM	10.15	6,200	8.5	5,540	7.6	35	7.6	5,250	7.2	4,300	5.9	31	5.9
CBS	10.56-	10.59AM	IN THE NEWS-10.56AM	10.45	4,810	6.6	4,590	6.3	28	6.3	5,320	7.3	5,100	7.0	33	7.0
CBS	11.26-	11.29AM	IN THE NEWS-11.26AM	11.15	5,830	8.0	5,250	7.2	33	7.2	5,830	8.0	5,540	7.6	35	7.6
CBS	11.56-	11.59AM	IN THE NEWS-11.56AM	11.45	4,300	5.9	3,860	5.3	25	5.3	3,860	5.3	3,500	4.8	24	4.8
CBS	12.26-	12.29PM	IN THE NEWS-12.26PM	12.15	3,790	5.2	3,650	5.0	23	5.0	3,570	4.9	3,350	4.6	22	4.6
CBS	12.56-	12.59PM	IN THE NEWS-12.56PM	12.45	4,300	5.9	4,160	5.7	25	5.7	4,230	5.8	3,860	5.3	24	5.3
CBS	1.26-	1.29PM	IN THE NEWS- 1.26PM	1.15	4,080	5.6	3,860	5.3	24	5.3	3,940	5.4	3,650	5.0	21	5.0
CBS	1.56-	1.59PM	IN THE NEWS- 1.56PM	1.45	3,130	4.3	2,990	4.1	18	4.1	2,620	3.6	2,480	3.4	14	3.4
CBS	4.00-	5.02PM	PHILADELPHIA OPEN-SAT.(S)	5.00												
NBC	2.00-	2.16PM	NBC MAJOR LEAGUE PRE GAME	2.15												
DAY SUNDAY																
ABC	10.55-	10.59AM	SCHOOLHOUSE ROCK-10.55AM	10.45	1,680	2.3	1,680	2.3	13	2.3	2,040	2.8	1,820	2.5	16	2.5

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM				QUARTER HOUR	WEEK 1				WEEK 2								
					TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SUNDAY CONT'D																	
ABC 11.55-11.59AM SCHOOLHOUSE ROCK-11.55AM					11.45	2,110	2.9	1,900	2.6	14	2.6	2,840	3.9	2,620	3.6	21	3.6
CBS 9.26- 9.29AM IN THE NEWS- 9.26AM					9.15	730	1.0	660	.9	7	.9	1,090	1.5	1,090	1.5	13	1.5
CBS 9.56- 9.59AM IN THE NEWS- 9.56AM					9.45	800	1.1	730	1.0	7	1.0	950	1.3	800	1.1	8	1.1

August 11, 1978

THE PRESIDENT'S JULY 20
PRESS CONFERENCE

President Jimmy Carter held a nationally tele-vised press conference on Thursday, July 20, 1978 at 8:00-8:32PM NY Time.

NTI estimates of the audience reached by the combined facilities of the three national TV networks are as follows:

	<u>Percent</u>	<u>Millions</u>
Total Audience		
Households	31.1	22.7
Average Audience		
Households	26.4	19.3
Total Persons *	15.6	31.8
Total Women	20.5	15.8
18-49	14.8	7.1
Total Men	15.5	10.7
18-49	11.4	5.2
Total Teens	8.4	2.0
Total Children *	9.6	3.2

*Excluding children under 2 years of age.

A. C. NIELSEN COMPANY Nielsen Plaza • Northbrook, IL 60062 • (312) 498-6300
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Menlo Park, CA 94025 • 70 Willow Road • (415) 321-7700

August 11, 1978

NIELSEN NATIONAL TV RATINGS REPORT
Second Report For June, 1978
(Two Weeks Ending June 25, 1978)

ABC Theatre's presentation of "The Last Tenant" which aired on Sunday, June 25, was incor-rectly reported as FF (feature film). The cor-rect program type is GD (general drama).

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